

Facebook Pixel

What is the Facebook Pixel?

The Facebook Pixel is code you add to your website (or app) that enables you to track/measure events (actions) people take on your site. It also enables you to build audiences of these users to target via Facebook ads.

EXAMPLE: When someone visits your website and takes an action (e.g. buys a product), the Facebook Pixel “**FIRES**” and tracks this action. The Facebook Pixel not only enables you know when a customer took an action after seeing your Facebook ad, but it also stores this user in your Facebook Custom Audiences for tracking and future remarketing. As more and more actions occur on your website, Facebook gets better at delivering your ads to people who are more likely to take certain actions.

What is the Facebook Pixel?

The Facebook Pixel code will be pasted just once before the closing head tag (`</head>`) in your website. Adding the Facebook Pixel to your website will track all the website's pages, actions, and users that access them.

What is the Facebook Pixel?

The main purpose of the Facebook pixel is to track users that navigate to certain pages of your website. There are different ways to use it:

- Measure conversions (orders, sign-ups, and more!)
- Get insights about the people who visit your website.
- Build **Custom Audiences** of recent website visitors (such as people who added an item to their cart, visited a product page, or signed up for a free incentive on your website). I see the best return from REMARKETING to these users who have already been to my website and engaged with my brand.
- Create **Lookalike Audiences** (people who are similar to your best customers/clients).
- Remarket to everyone who visits your site, or just to people who visit specific pages or take specific actions.

Focusing on Warm Traffic

These users who have been to your website, I like to call **WARM TRAFFIC** as they have already been to your website and know your brand, therefore they are more likely to click your remarketing ad targeting them in the future.

EXAMPLE: Our Facebook Pixel and Custom Audiences tracked a user who made it to our product page but never made a purchase... no worries, people get busy! With the Facebook Pixel installed, we can now “REMARKET/RETARGET” this specific product to this specific user via a **Facebook Custom Audience**.

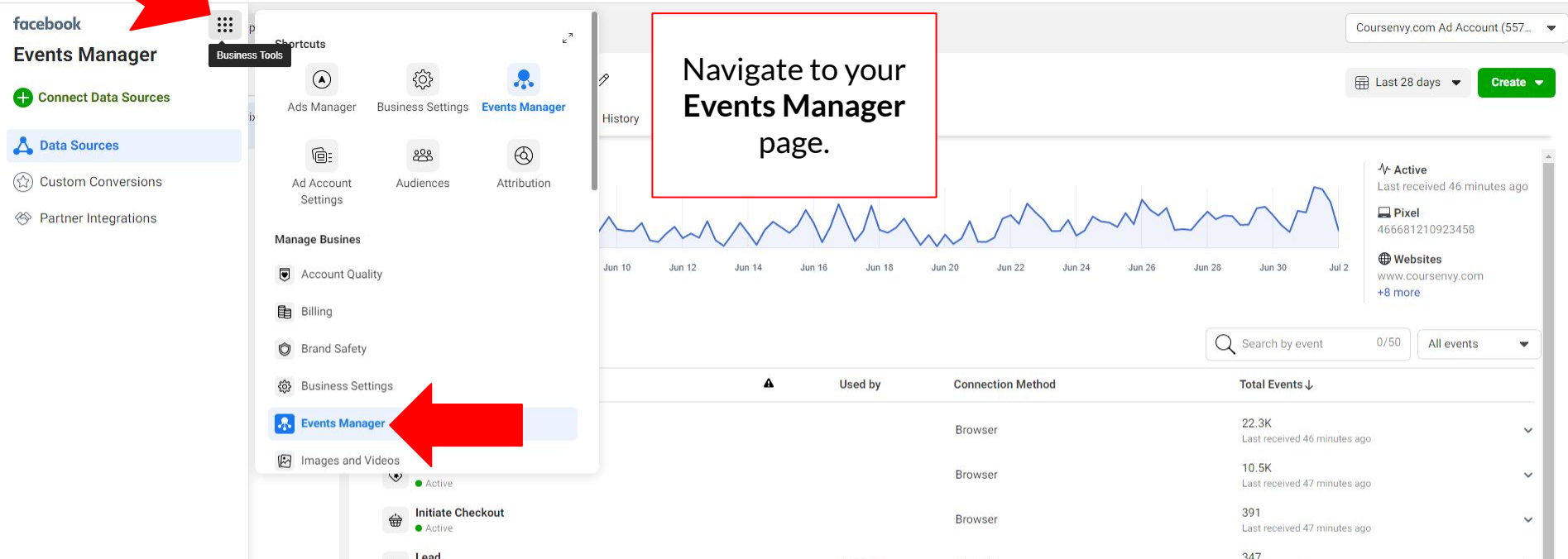
7 Touch Points

- People need an average of **7 touch points** before they are "purchase ready". This means the average customer needs to see your website, blog post, email marketing, Facebook post, Instagram Story, online ad (the touchpoint options are endless) **7 TIMES** before they are ready to make a purchase, sign up, or TAKE ACTION.

With the power of the Facebook Pixel, we can retarget and re-engage these warm audiences with ease!

How to Create a Facebook Pixel

https://business.facebook.com/events_manager



The screenshot shows the Facebook Events Manager interface. A large red arrow points from the top left towards the 'Business Tools' menu. A red box highlights the 'Events Manager' link in the 'Business Tools' menu. Another red arrow points from the 'Events Manager' link in the 'Business Tools' menu to the 'Events Manager' link in the 'Manage Business' section. A text box in the center of the interface reads: 'Navigate to your Events Manager page.'

facebook
Events Manager

Business Tools

Connect Data Sources

Data Sources

Custom Conversions

Partner Integrations

Ads Manager

Business Settings

Events Manager

Ad Account Settings

Audiences

Attribution

Manage Business

Account Quality

Billing

Brand Safety

Business Settings

Events Manager

Images and Videos

Active

Initiate Checkout

Active

Lead

History

Navigate to your Events Manager page.

Coursenvy.com Ad Account (557...)

Last 28 days

Create

Active

Last received 46 minutes ago

Pixel

466681210923458

Websites

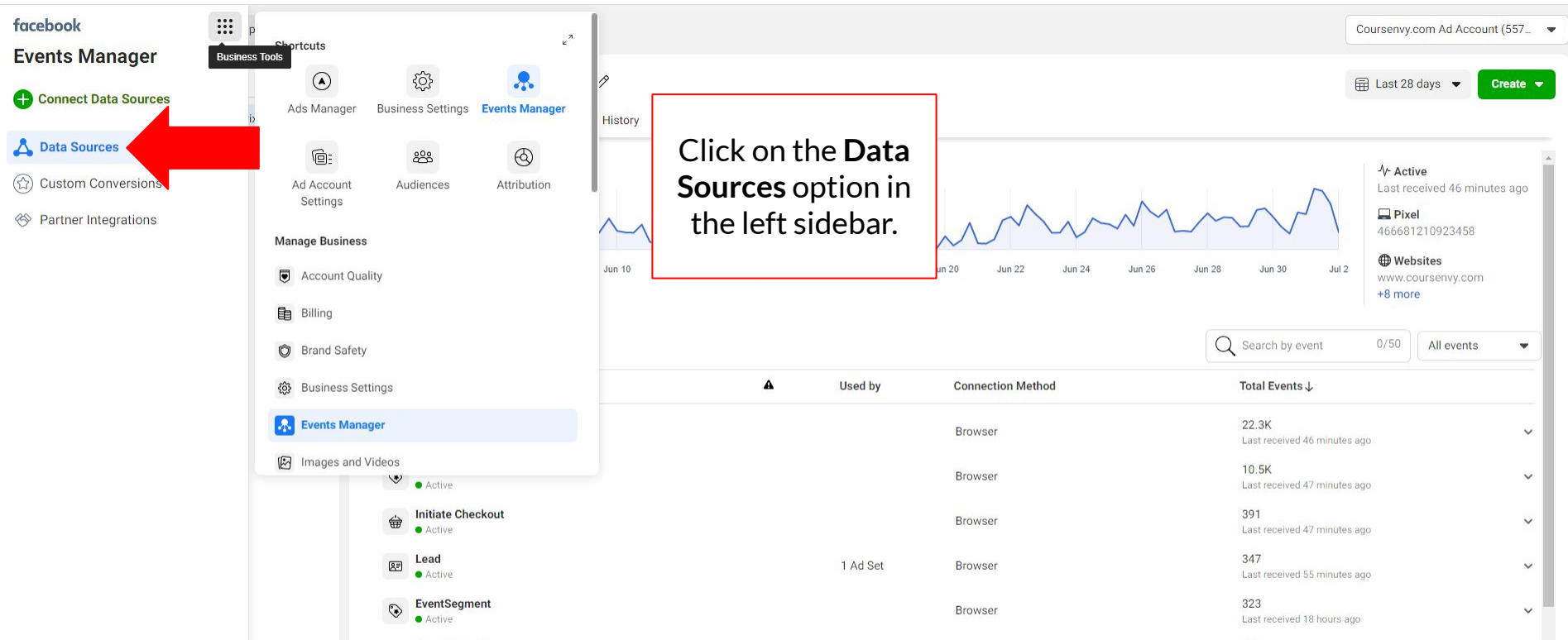
www.coursenvy.com

+8 more

Search by event 0/50 All events

Used by	Connection Method	Total Events ↓
Browser	Browser	22.3K Last received 46 minutes ago
Browser	Browser	10.5K Last received 47 minutes ago
Browser	Browser	391 Last received 47 minutes ago
		347

How to Create a Facebook Pixel



The screenshot displays the Facebook Events Manager interface. On the left sidebar, the 'Data Sources' option is highlighted with a red arrow. A red box highlights the text 'Click on the Data Sources option in the left sidebar.' The main content area shows a line graph of event history and a table of active data sources.

Click on the Data Sources option in the left sidebar.

Used by	Connection Method	Total Events ↓
	Browser	22.3K Last received 46 minutes ago
	Browser	10.5K Last received 47 minutes ago
	Browser	391 Last received 47 minutes ago
1 Ad Set	Browser	347 Last received 55 minutes ago
	Browser	323 Last received 18 hours ago

Data Sources

Search by name or ID



Learn/Coursenvy.com Pixel

ID 4666812



Learn/Coursenvy.com Pixel

Overview

Test Events

Diagnostics

History

Settings

All Activity



Active

Last received 57 minutes ago

Pixel

466681210923458

Websites

www.coursenvy.com

+8 more

Add Events

Events



PageView

Active



GeneralEvent

Active



Initiate Checkout

Active



Lead

Active



EventSegment

Active



View Content

Active



Purchase

Active



Download

Active

1 Ad Set

Browser

Browser

Browser

15 Ad Sets

Browser

Browser

Connection Method

Total Events ↓

22.3K

Last received 57 minutes ago

10.5K

Last received 58 minutes ago

391

Last received 58 minutes ago

347

Last received 1 hour ago

323

Last received 18 hours ago

306

Last received 6 hours ago

144

Last received 1 hour ago

131

Last received 1 day ago

If you have already created a Facebook Pixel, it will appear in this Data Sources menu.



Search by event

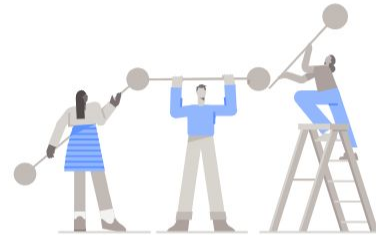
0/50

All events



No data sources

If you have not created a Facebook Pixel, you will have the option to “Connect a Data Source”.



Connect a Data Source to Get Started

By connecting a data source you can send information from any place where your customers interact with your business. This information can then be used to create audiences and run ad campaigns.

Connect a Data Source

facebook

Events Manager

+ Connect Data Sources

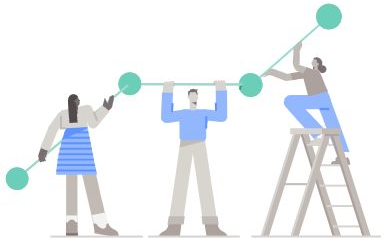
Data Sources

Custom Conversions

Partner Integrations

CE Clients (1110873799257979)

You can also click
"Connect Data
Sources" via this left
sidebar option as well
to create your
Facebook Pixel.



Connect a Data Source to Get Started

By connecting a data source you can send information from any place where your customers interact with your business. This information can then be used to create audiences and run ad campaigns.

Connect a Data Source

Coursenvy®

www.Coursenvy.com

Connect a New Data Source

- For this tutorial, we will be creating a Facebook Pixel for a website. Select the WEB option.

The screenshot shows the Facebook Ads interface. On the left, there's a sidebar with icons for home, grid, add, share, star, and eye. The main area is titled 'Data Sources' and has a search bar. Below the search bar, it says 'No data sources'. In the center, a modal dialog titled 'Connect a New Data Source' is open. It contains three options: 'Web', 'App', and 'Offline'. The 'Web' option is highlighted with a red arrow. At the bottom of the dialog, there are 'Cancel' and 'Get Started' buttons. A second red arrow points to the 'Get Started' button. The background is dimmed.

Data Sources

Search by name or ID

No data sources

Connect a New Data Source

Send information from any place where your customers interact with your business. This information can then be used to create audiences and run campaigns. Choose one to get started.

Web
Connect your website to share activity that occurs online, including view content, add to cart and purchases.

App
Connect your app to share activity that occurs in your app, including installs, purchases.

Offline
Connect your offline information to send activity that occurs in stores or anywhere that is not on the web.

Cancel Get Started

By connecting a data source you can send information from any place where your customers interact with your business. This information can then be used to create audiences and run ad campaigns.

Search by name or ID

No data sources

Set up Web Events



Select a connection method

Choose how you'd like to connect your website so you can start sending web events. [Learn More](#)

Server-side API

Send web events and parameters directly from your server using an API.



Facebook Pixel

Send web events and parameters through the web browsers your customers use when interacting with your website.

[Give Feedback](#)[Back](#)[Connect](#)

Connect a Data Source to Get Started

By connecting a data source you can send information from any place where your customers interact with your business. This information can then be used to create audiences and run ad campaigns.

[Connect a Data Source](#)

Select the “Facebook Pixel” option.

Click “Connect”.

Search by name or ID

No data sources

Connect Website Activity Using Facebook Pixel

Add Details

Send web events and parameters through the web browsers your customers use when interacting with your website.

Name Your Pixel

Create a pixel for your browser events by entering a pixel name. Web events sent through the browser are linked to a pixel name and are processed as pixel events, so you can use them in measurement, reporting and optimization.

Check your website for easy set up options · Optional

Enter your website's URL and we'll check to see if your site was set up using one of our integration partners, such as Wordpress, Shopify or Squarespace. Partner integrations offer easy setup methods that don't require experience writing code.

By clicking Continue I agree to the Facebook Business Tools Terms.

[Give Feedback](#)[Back](#)[Continue](#)[Connect a Data Source](#)

Name your Facebook Pixel for your own internal reference (any name).

Paste in your website URL.

No data sources

Connect Website Activity Using Facebook Pixel

Add Details

Send web events and parameters through the web browsers your customers use when interacting with your website.

Name Your Pixel

Create a pixel for your browser events by entering a pixel name. Web events sent through the browser are linked to a pixel name and are processed as pixel events, so you can use them in measurement, reporting and optimization.

Check your website for easy set up options · Optional

Enter your website's URL and we'll check to see if your site was set up using one of our integration partners, such as Wordpress, Shopify or Squarespace. Partner integrations offer easy setup methods that don't require experience writing code.

By clicking Continue I agree to the Facebook Business Tools Terms.

[Give Feedback](#)[Back](#)[Continue](#)[Connect a Data Source](#)

Once you have this filled out, click "Continue".

Data Sources

Search by name or ID



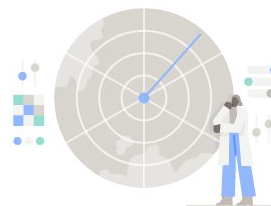
- Grooms.co [Client 672]
ID 400253124262771
- Pixel 5
ID 634078147197659
- Pixel 4
ID 984681045299309
- Pixel 3
ID 1347429935647326
- Pixel 2
ID 1557954941048336
- Pixel 1
ID 2694391264220664



Grooms.co [Client 672]

[Overview](#) [Test Events](#) [Diagnostics](#) [History](#) [Settings](#)

Refresh your browser
and make sure you have
your **Business Manager**
ID selected in this top
right menu.



Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

CE Clients (280131256113118)

Select an account

CE Clients

- CE Clients
Account ID: 111087379...
- CE Clients
Business ID: 280131256...



Data Sources

Search by name or ID



-  Grooms.co [Client 672]
ID 400253124262771
-  Pixel 5
ID 634078147197659
-  Pixel 4
ID 984681045299309
-  Pixel 3
ID 1347429935647326
-  Pixel 2
ID 1557954941048336
-  Pixel 1
ID 2694391264220664



Grooms.co [Client 672] 

Overview

Test Events

Diagnostics

History

Settings

Remember, ONE pixel PER ad account...
ONE pixel per website...
ONE ad account per website.

You want to keep your Facebook ad
tracking and data separate for each
website to increase tracking accuracy!

Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

CE Clients (280131256113118)

Select an account



CE Clients

-  CE Clients
Account ID: 111087379...
-  CE Clients
Business ID: 280131256...

Data Sources

Search by name or ID



-  **Grooms.co [Client 672]**
ID 400253124262
-  Pixel 5
ID 634078147197159
-  Pixel 4
ID 984681045299309
-  Pixel 3
ID 1347429935647326
-  Pixel 2
ID 1557954941048336
-  Pixel 1
ID 2694391264220664



Grooms.co [Client 672] 

Overview

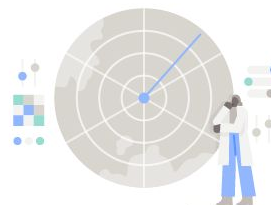
Test Events

Diagnostics

History

Settings

As you can see, our
newly created
Facebook Pixel appears
under the Data Sources
menu.



Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

CE Clients (280131256113118) 

Select an account 

CE Clients

-   CE Clients
Account ID: 111087379...
-   CE Clients
Business ID: 280131256...



Data Sources

Search by name or ID



Pixel 1
ID 634078147197659



Pixel 4
ID 984681045299309



Pixel 3
ID 1347429935647326



Pixel 2
ID 1557954941048336



Pixel 1
ID 2694391264220664



Grooms.co [Client 672]

Overview

Test Events

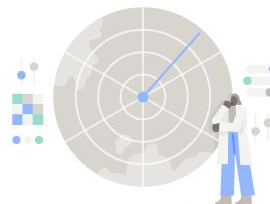
Diagnostics

History

Settings

Click to select your new Facebook Pixel name in the Data Sources menu (it will be highlighted in light blue).

Click the “Continue Pixel Setup” button.



Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

CE Clients (280131256113118)

Select an account

CE Clients

- CE Clients
Account ID: 111087379...
- CE Clients
Business ID: 280131256...

Grooms.co [Client 672]

Overview Test Events Diagnostics History Settings

Connect Website Activity Using Pixel

Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

</> Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation. [Learn More](#)

 Use a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. This method doesn't involve writing code. [Learn More](#)

- Install code manually

- ▶ **Use a partner**

[Give Feedback](#)

 Email Instructions

Continue Pixel Setup

There are 3 ways to install your Facebook Pixel code.

- Manually
- Partner Integration
- Email to Developer

Installing the Facebook Pixel

If you have access to your website's code OR if your website is on the Facebook Partner Integration list, you can add the Facebook pixel yourself.

If you are not comfortable with coding, I highly advise you make a hire on Upwork and have a web developer install it for you:
<https://www.coursenvy.com/the-ultimate-guide-to-outsourcing-work-and-hiring-a-virtual-assistant>

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Use a partner

[Give Feedback](#)[Email Instructions](#)

Facebook Pixel Base Code

You will need to place the Facebook Pixel base code on ALL pages of your website. This is most easily done by pasting the Facebook Pixel base code ONCE in your websites **header** coding, before the closing head tag (`</head>`), therefore installing the pixel base code on every page of your site (since your header file by default appears on every webpage).

The Facebook Pixel **Base Code** will just track every “**PageView**” event.

You will need to add specific **Facebook Standard Events** pixel coding on the specific pages of your website for more in depth tracking; such as tracking users who click the “Add to Cart” button, or users who made it to to your purchase confirmation page.

Install Facebook Pixel #1: Manually Add Pixel Code To Website



Data Sources

Search by name or ID



-  Grooms.co [Client 672]
ID 400253124262771
-  Pixel 5
ID 634078147197659
-  Pixel 4
ID 984681045299309
-  Pixel 3
ID 1347429935647326
-  Pixel 2
ID 1557954941048336
-  Pixel 1
ID 2694391264220664



Grooms.co [Client 672] 

Overview

Test Events

Diagnostics

History

Settings

CE Clients (280131256113118) ▼

 Select Dates ▼

Create ▼

Connect Website Activity Using Pixel



Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

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Use a partner

[Give Feedback](#)

[Email Instructions](#)

your website, including adding events, to start seeing activity.

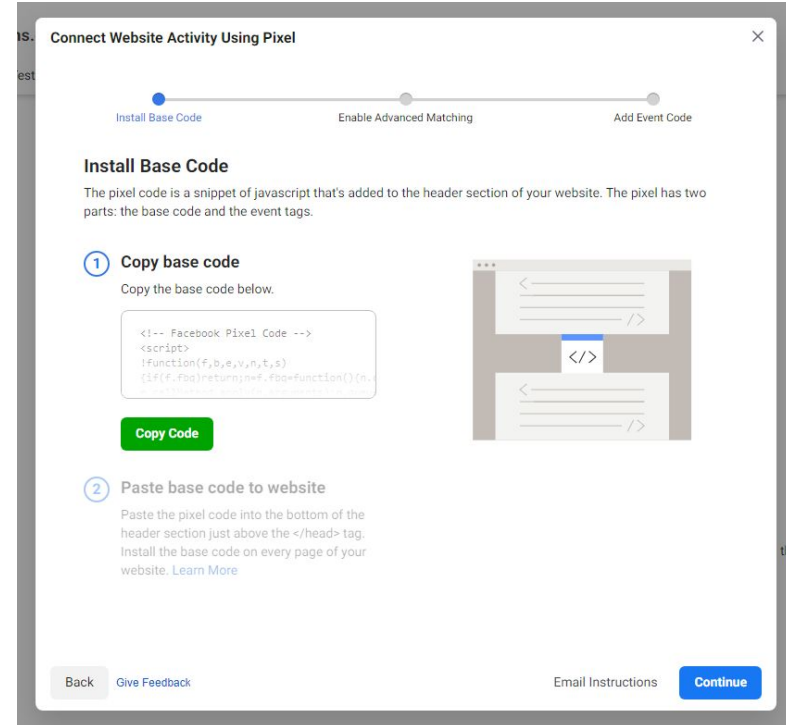
Continue Pixel Setup

Manually Install the Facebook Pixel Code

You need to install the Facebook pixel **base code** on each page of your website to begin tracking events (actions). This is typically done by adding the pixel to your website's global header file.

- Locate the header file in your CMS / website code. Then find the `<head>` `</head>` tags within this header file.
- Copy/Paste the Facebook pixel code at the bottom of the header section, just before the closing head tag:

`</head>`



Search by name or ID

Grooms.co [Client 672]
ID 400253124262771

Pixel 5
ID 634078147197659

Pixel 4
ID 984681045299309

Grooms.

Overview Test

Connect Website Activity Using Pixel

Install Base Code Enable Advanced Matching Add Event Code

Install Base Code

The pixel code is a snippet of javascript that's added to the header section of your website. The pixel has two parts: the base code and the event tags.

1 Copy base code

Copy the base code below.

```
<!-- Facebook Pixel Code -->  
<script>  
!function(f,b,e,v,n,t,s)  
{if(f.fbq)return;n=f.fbq=function(){n._q=n._q||[];return n._q.push.apply(n._q,arguments)}};  
(t=document.createElement('script')).src='https://www.facebook.com/tr';  
(s=document.getElementsByTagName('script')[0]).parentNode.insertBefore(t,s);
```

Copy Code



2 Paste base code to website

Paste the pixel code into the bottom of the header section just above the </head> tag. Install the base code on every page of your website. [Learn More](#)

Back

[Give Feedback](#)[Email Instructions](#)

Continue

the pixel installation on

Copy your Facebook Pixel **base code** and install it in your website's header (paste it before the closing </head> tag).

Selected file content:

```
34 wp_head();
35 ?>
36
37 </head>
38
39 <?php
40 // -> Start the #wrap div classes
41 $wrap_class = 'wn-wrap ';
42
43 // Colorskin
44 $custom_color_skin = deep_free_get_option( $deep_free_options, 'deep_custom_color_skin' );
45 $color_skin_color = deep_free_get_option( $deep_free_options, 'deep_color_skin', 'e3e3e3' );
46 if ( $color_skin_color != 'e3e3e3' || $custom_color_skin ) {
47     $wrap_class .= 'colorkin-custom ';
48 }
49
50 // Background Layout
51 $background_layout = deep_free_get_option( $deep_free_options, 'deep_background_layout', 'wide' );
52 $wrap_class .= ( ( $background_layout == 'boxed-wrap' ) && ( $header_menu_type != 6 ) && ( $header_menu_type != 7 ) ) ? $background_layout . ' ' : '';
53
54 // the #wrap div classes
55
56 // Toparea
57 $toggle_toparea_enable = deep_free_get_option( $deep_free_options, 'deep_toggle_toparea_enable', 0 );
58
59 // News Ticker
60 $news_ticker = deep_free_get_option( $deep_free_options, 'deep_news_ticker' );
61
62 // woocommerce
63 $woo_product_title_enable = deep_free_get_option( $deep_free_options, 'deep_woo_product_title_enable' );
64 $woo_product_title = deep_free_get_option( $deep_free_options, 'deep_woo_product_title' );
65 $woo_shop_title_enable = deep_free_get_option( $deep_free_options, 'deep_woo_shop_title_enable' );
66 $woo_shop_title = deep_free_get_option( $deep_free_options, 'deep_woo_shop_title' );
67
68 <body <?php body_class(); ?>>
69 <!-- Start the #wrap div -->
70 <div id="wrap" class="<?php echo esc_attr( $wrap_class ); ?>">
71
```

Documentation:

Theme Files

- Stylesheet (style.css)
- Theme Functions (functions.php)
- layouts
 - RTL Stylesheet (rtl.css)
 - woocommerce.css
- js
 - 404 Template (404.php)
- Archives (archive.php)
- Comments (comments.php)
- Theme Footer (footer.php)
- Theme Header (header.php)
- inc
 - Main Index Template (index.php)
 - Single Page (page.php)
- parts
 - Search Results (search.php)
 - Search Form (searchform.php)

EXAMPLE: If you wanted to manually install the pixel in WordPress, navigate to the “Editor” page in your wp-admin backend (under “Appearance” in the left sidebar).

Deep Free

Posts

Media

Pages

Mega Menus

Comments 3

Contact

Footer Builder

Elementor

Templates

Appearance

Themes

Customize

Widgets

Menus

Simple CSS

Editor

Plugins 10

Users

Tools

Settings

PixelYourSite

Performance

Selected file content:

34 wp_head();
35 ?>
36
37 </head>
38
39 <?php
40 // -> Start the #wrap div classes
41 \$wrap_class = 'wn-wrap';
42
43 // Colorskin
44 \$custom_color_skin = deep_free_get_option(\$deep_free_options, 'deep_custom_color_skin');
45 \$color_skin_color = deep_free_get_option(\$deep_free_options, 'deep_color_skin', 'e3e3e3');
46 if (\$color_skin_color != 'e3e3e3' || \$custom_color_skin) {
47 \$wrap_class .= 'colorskin-custom';
48 }
49
50 // Background Layout
51 \$background_layout = deep_free_get_option(\$deep_free_options, 'deep_background_layout', 'wide');
52 \$wrap_class .= ((\$background_layout == 'boxed-wrap') && (\$header_menu_type != 6) && (\$header_menu_type != 7)) ? \$background_layout . ' ' : '';
53 // -> End the #wrap div classes
54
55 // Toggle Toparea
56 \$toggle_toparea_enable = deep_free_get_option(\$deep_free_options, 'deep_toggle_toparea_enable', 0);
57
58 // News Ticker
59 \$news_ticker = deep_free_get_option(\$deep_free_options, 'deep_news_ticker');
60
61 // woocommerce
62 \$woo_product_title_enable = deep_free_get_option(\$deep_free_options, 'deep_woo_product_title_enable');
63 \$woo_product_title = deep_free_get_option(\$deep_free_options, 'deep_woo_product_title');
64 \$woo_shop_title_enable = deep_free_get_option(\$deep_free_options, 'deep_woo_shop_title_enable');
65 \$woo_shop_title = deep_free_get_option(\$deep_free_options, 'deep_woo_shop_title');
66 ?>
67
68 <body <?php body_class(); ?>>
69 <!-- Start the #wrap div -->
70 <div id="wrap" class="<?php echo esc_attr(\$wrap_class); ?>">
71

Documentation: Function Name... Look Up

Update File

Theme Files

Stylesheet (style.css)

Theme Functions (functions.php)

layouts ▶

RTL Stylesheet (rtl.css)

woocommerce.css

js ▶

404 Template (404.php)

Archives (archive.php)

Comments (comments.php)

Theme Footer (footer.php)

Theme Header (header.php)

inc ▶

Main Index Template (index.php)

Single Page (page.php)

parts ▶

Search Results (search.php)

Search Form (searchform.php)

Find the closing head tag: </head>

EXAMPLE: Select to edit your “Theme Header” file, then paste in the Facebook Pixel code before the closing `</head>` tag. Finally, click the “Update File” button to save your changes.

COURSENVY

www.Coursenvy.com

Search by name or ID

Grooms.co [Client 672]
ID 400253124262771

Pixel 5
ID 634078147197659

Pixel 4
ID 984681045299309

Grooms.

Overview Test

Connect Website Activity Using Pixel

Install Base Code Enable Advanced Matching Add Event Code

Install Base Code

The pixel code is a snippet of javascript that's added to the header section of your website. The pixel has two parts: the base code and the event tags.

1 Copy base code

Copy the base code below.

```
<!-- Facebook Pixel Code -->  
<script>  
!function(f,b,e,v,n,t,s)  
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?  
n.callMethod.apply(n,arguments):n.queue.push(arguments)}; if(!f._fbq)f._fbq=n;n.push(n);n.push({  
__track: true});t=document.createElement('script');t.async=true;t.src="//www.facebook.com/tracker.js";  
</script>
```

Copy Code



2 Paste base code to website

Paste the pixel code into the bottom of the header section just above the </head> tag. Install the base code on every page of your website. [Learn More](#)

[Back](#) [Give Feedback](#)[Email Instructions](#)[Continue](#)

the pixel installation on

Now that we have our Facebook Pixel base code installed, click the "Continue" button.

Connect Website Activity Using Pixel



Automatic Advanced Matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn More](#)

☒ Turn on Automatic Advanced Matching

Verify the customer information you want to send.

☒ Email

☒ Gender

City, State, and ZIP Code

☒ First and Last Name

☒ Phone Number

This information will be hashed to better protect user privacy before it is sent to Facebook. Sensitive information, such as financial, health and government ID data will not be sent. [Learn More](#)

[Back](#)

[Give Feedback](#)

Email Instructions

Continue

Turn on **Automatic Advanced Matching**.

This helps you reach more people with remarketing campaigns.

Search by name or ID

Grooms.co [Client 672]
ID 400253124262771Pixel 5
ID 634078147197659Pixel 4
ID 984681045299309

Grooms.co [Client 672]

Overview

Test

Connect Website Activity Using Pixel

Install Base Code

Enable Advanced Matching

Add Event Code

Add Events Using Event Setup Tool

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

How it works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.



Prefer a manual option? [Install events using code.](#)

Back

[Give Feedback](#)

Launch Event Setup Tool

The final step is to install the Standard Events on your website, via the **Event Setup Tool**.

The Facebook Pixel Base Code alone is just tracking all Page Views. You need to install Standard Events on specific pages to track specific events (e.g. button clicks, page loads, Add to Cart, Purchase, Lead, etc.)

We will teach you how to use the **Event Setup Tool** later in this lecture.

Install Facebook Pixel #2: Add Code Using a Partner Integration



Data Sources

Search by name or ID



Grooms.co [Client 672]

ID 400253124262771

Pixel 5

ID 634078147197659

Pixel 4

ID 984681045299309

Pixel 3

ID 1347429935647326

Pixel 2

ID 1557954941048336

Pixel 1

ID 2694391264220664



Grooms.co [Client 672]

Overview

Test Events

Diagnostics

History

Settings

CE Clients (280131256113118)

Select Dates

Create

Connect Website Activity Using Pixel

Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation. [Learn More](#)

Install code manually

Use a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. This method doesn't involve writing code. [Learn More](#)

Use a partner



[Give Feedback](#)

[Email Instructions](#)

your website, including adding events, to start seeing activity.

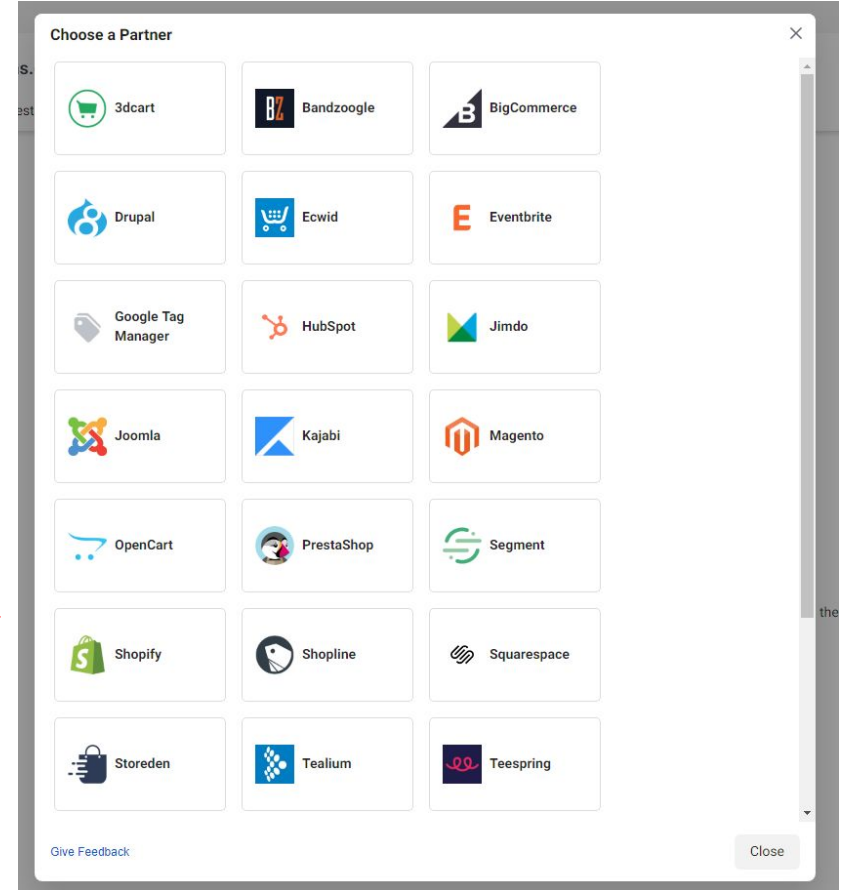
Continue Pixel Setup

Choose a Partner

The need for manually installing the Facebook Pixel code on your website is rare these days as Facebook has a ton of software integrations in place for automatic installation of your pixel code.

Facebook Partner Integrations:

<https://www.facebook.com/business/help/226398427762487>



Data Sources

Search by name or ID

Grooms.co [Client 672]
ID 400253124262771

Pixel 5
ID 634078147197659

Pixel 4
ID 984681045299309

Pixel 3
ID 1347450095647396

Grooms.

Overview Test

CE Clients (280131256113118)

Select Dates

Create

Our website uses the
software WordPress,
so we select that
option.

Choose a Partner



Manager



HubSpot



Jimdo



Joomla



Kajabi



Magento



OpenCart



PrestaShop



Segment



Shopify



Shoptline



Squarespace



Storen



Tealium



Teespring



Ticketmaster



Webflow



Wix



WooCommerce



WordPress

Don't see the partner integration you want? [Request a new partner](#)

[Give Feedback](#)

Close

the pixel installation on

Data Sources

Search by name or ID

Grooms.co [Client 672]

ID 400253124262771

Pixel 5

ID 634078147197659

Pixel 4

ID 984681045299309

Pixel 3

Grooms.co [Client 672]

Overview

Test Events

Diagnostics

History

Settings

CE Clients (280131256113118)

Select Dates

Create

Toggle on **Advanced Matching**.

Click "Continue".

Connect Your WordPress Account

Select Features Download Plugin Go to Settings Install Plugin Activate Plugin Review Settings Verify Connection Set Up Events Confirmation

Select Features

Select which features you'd like to include in your WordPress integration.

☒ Advanced Matching

Use Advanced Matching to match your website visitors with your business, like an email address and a phone number, to a Facebook account. Increased matches can help you attribute conversions to your Facebook ads so you can see your return on ad spend. They can also help you grow your audience and deliver more effective ads. [Learn More](#)

☐ New: Measure More of Your Customer's Journey by Enabling the Server-Side API

Now you can measure events that your pixel might miss, such as purchases that are initiated online but completed offline or events that happen through a call center. Enabling the server-side API lets WordPress send events directly from their web servers, which lets you capture a wider variety of events that happen on or offline. [Learn More](#)

Create Access Token

Give Feedback

Back

Continue

Continue Pixel Setup

Data Sources

Search by name or ID

Grooms.co [Client 672]
ID 400253124262771

Pixel 5
ID 634078147197659

Pixel 4
ID 984681045299309

Pixel 3
ID 1347429935647326

Pixel 2
ID 1557954941048336

Pixel 1
ID 2694391264220664

Grooms.co [Client 672]

Overview Test Events Diagnostics History Settings

CE Clients (280131256113118)

Select Dates

Create

Connect Your WordPress Account

Select Features Download Plugin Go to Settings Install Plugin Activate Plugin Review Settings Verify Connection Set Up Events Confirmation

Download the Facebook Pixel Extension

Click **Download** for a .zip file that you'll install in your WordPress admin panel.

This integration is supported for WordPress versions 4.4 and above.

Safari users: To ensure the file downloads as a zip file, control-click or right-click the download button and select "Download linked file."

Download

[Give Feedback](#)

[Back](#)

[Continue](#)

Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including setting up events, to start seeing activity.

[Pixel Setup](#)

Download the
Facebook Pixel Plugin
for WordPress.

How to Install WordPress on your Domain

The content management system (CMS) we use for nearly ALL of our clients is **WordPress!**

It is free to install, has a ton of modern themes to choose from (most themes are free), supports the ecommerce plugin WooCommerce (making your WordPress an online store)... I could go on all day about the benefits of WordPress, especially since it is FREE versus the other platforms that charge you monthly fees like Shopify or Squarespace.

Learn how to install WordPress on your domain in just 3 MINUTES at this blog post:

<https://www.coursenvy.com/how-to-build-a-website-in-3-minutes-coding-a-website-for-beginners>

Data Sources

Search by name or ID



Grooms.co [Client 672]

ID 400253124262771

Pixel 5

ID 634078147197659

Pixel 4

ID 984681045299309

Pixel 3

ID 1347429935647326

Pixel 2

ID 1557954941048336

Pixel 1

ID 2694391264220664

CE Clients (280131256113118)

Select Dates

Create

Grooms.co [Client 672]

Overview

Test Events

Diagnostics

History

Settings

Connect Your WordPress Account

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Safari users: To ensure the file downloads as a zip file, control-click or right-click the download button and select "Download linked file."

Download

[Give Feedback](#)

[Back](#)

[Continue](#)

Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, to start seeing activity.

[Pixel Setup](#)

Now it is time to
install this .zip plugin
on your WordPress
website.

Add Plugins

[Upload Plugin](#)

Featured Popular Recommended Favorites Premium

Keyword Search plugins...

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format by clicking the button at the top of this page.



Akismet Anti-Spam

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By Automattic

Active

[More Details](#)

(805)

Last Updated: 2 months ago

5+ Million Active Installations

✓ Compatible with your version of WordPress



Jetpack by WordPress.com

The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security, and more.

By Automattic

Active

[More Details](#)

(1,381)

Last Updated: 6 days ago

5+ Million Active Installations

✓ Compatible with your version of WordPress



Classic Editor

Enables the previous "classic" editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports all plugins that extend the...

By WordPress Contributors

Install Now

[More Details](#)

(594)

Last Updated: 2 months ago

4+ Million Active Installations

✓ Compatible with your version of WordPress



bbPress

bbPress is forum software, made the WordPress way.

By The bbPress Community

Install Now

[More Details](#)

(290)

Last Updated: 1 month ago

300,000+ Active Installations

✓ Compatible with your version of WordPress



BuddyPress

BuddyPress helps site builders & developers add community features to their websites, with user profiles, activity streams, and more!

By The BuddyPress Community

Install Now

[More Details](#)

(320)

Last Updated: 1 month ago

200,000+ Active Installations

✓ Compatible with your version of WordPress



Gutenberg

A new editing experience for WordPress is in the works, with the goal of making...

By Gutenberg Team

Install Now

[More Details](#)

(2,677)

Last Updated: 1 week ago

200,000+ Active Installations

✓ Compatible with your version of WordPress



Health Check & Troubleshooting

Health Check identifies common problems, and helps you troubleshoot plugin and theme conflicts.

By The WordPress.org community

Install Now

[More Details](#)

(98)

Last Updated: 4 weeks ago

Login to your WordPress admin. Click the "Add New" option under the **Plugins** menu in the left sidebar.

Add Plugins

[Upload Plugin](#)

Featured Popular Recommended Favorites Premium

Keyword Search plugins...

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format by clicking the button at the top of this page.



Akismet Anti-Spam

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By Automattic

Active

[More Details](#)



5+ Million Active Installations

Last Updated: 2 months ago

✓ Compatible with your version of WordPress



Jetpack by WordPress.com

The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security, and more.

By Automattic

Active

[More Details](#)



5+ Million Active Installations

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✓ Compatible with your version of WordPress



Classic Editor

Enables the previous "classic" editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports all plugins that extend the...

By WordPress Contributors

Install Now

[More Details](#)



4+ Million Active Installations

Last Updated: 2 months ago

✓ Compatible with your version of WordPress



bbPress

bbPress is forum software, made the WordPress way.

By The bbPress Community

Install Now

[More Details](#)



300,000+ Active Installations

Last Updated: 1 month ago

✓ Compatible with your version of WordPress



BuddyPress

BuddyPress helps site builders & developers add community features to their websites, with user profiles, activity streams, and more!

By The BuddyPress Community

Install Now

[More Details](#)



200,000+ Active Installations

Last Updated: 1 month ago

✓ Compatible with your version of WordPress



Gutenberg

A new editing experience for WordPress is in the works, with the goal of making...

By Gutenberg Team

Install Now

[More Details](#)



200,000+ Active Installations

Last Updated: 1 week ago

✓ Compatible with your version of WordPress



Health Check & Troubleshooting

Health Check identifies common problems, and helps you troubleshoot plugin and theme conflicts.

By The WordPress.org community

Install Now

[More Details](#)



Last Updated: 4 weeks ago

Click the "Upload Plugin" button.

Add Plugins [Upload Plugin](#)

If you have a plugin in a .zip format, you may install it by uploading it here.

Select and Install the Facebook Pixel plugin .zip file you just downloaded from Facebook.

[Choose File](#) facebook-pi...4878748.zip [Install Now](#)



Featured Popular Recommended Favorites Premium

Keyword Search plugins...

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format by clicking the button at the top of this page.



Akismet Anti-Spam

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By Automattic



5+ Million Active Installations

Last Updated: 2 months ago

Compatible with your version of WordPress

Active

[More Details](#)



Jetpack by WordPress.com

The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security, and more.

By Automattic



5+ Million Active Installations

Last Updated: 6 days ago

Compatible with your version of WordPress

Active

[More Details](#)



Classic Editor

Enables the previous "classic" editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports all plugins that extend thi ...

By WordPress Contributors



4+ Million Active Installations

Last Updated: 2 months ago

Compatible with your version of WordPress

Install Now

[More Details](#)



bbPress

bbPress is forum software, made the WordPress way.

By The bbPress Community



300,000+ Active Installations

Last Updated: 1 month ago

Compatible with your version of WordPress

Install Now

[More Details](#)



BuddyPress

BuddyPress helps site builders & developers add community features to their websites, with user profiles, activity streams, and more!

By The BuddyPress Community



320

Last Updated: 1 month ago

Install Now

[More Details](#)



Gutenberg

A new editing experience for WordPress is in the works, with the goal of making...

By Gutenberg Team



200,000+ Active Installations

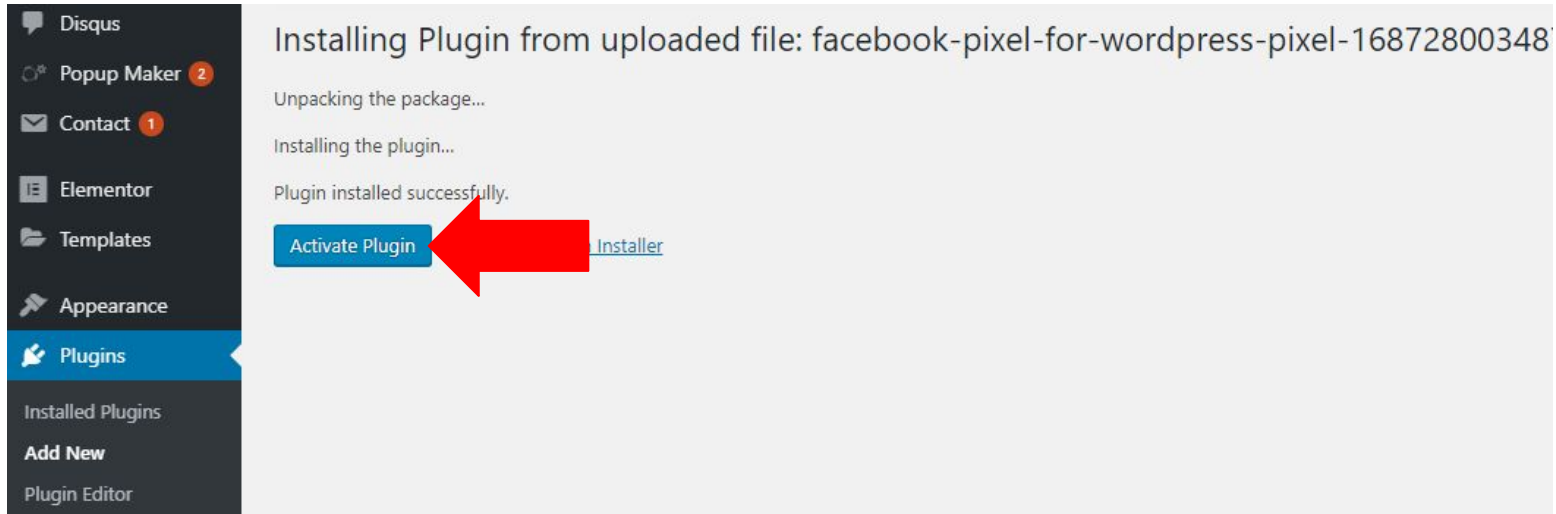
Last Updated: 1 week ago

Compatible with your version of WordPress

Install Now

[More Details](#)

Activate the WordPress Plugin



Facebook Pixel Settings

Settings saved.

Please note that we are now also supporting lower funnel pixel events for Contact Form 7, Easy Digital Downloads, Ninja Forms and WP Forms

Pixel ID

156907600654

The unique identifier for your Facebook pixel.

Use Advanced Matching on pixel?



Enabling Advanced Matching improves audience building.

For businesses that operate in the European Union, you may need to take additional action. Read the [Cookie Consent Guide for Sites and Apps](#) for suggestions on complying with EU privacy requirements.

Use Server-Side API?



Also send events directly from your web server to Facebook through the server-side API. This can help you capture more events.

An access token is required to use the server-side API. [Generate Access Token](#)

Access Token

Save Changes

Navigate to the **Facebook Pixel** plugin under the Settings menu in the left sidebar.

Since you downloaded the Facebook Pixel WordPress Plugin directly from your Facebook ad account, your **Pixel ID** will be populated automatically in this field.

Data Sources

Search by name or ID

Grooms.co [Client
ID 400253124265]

Pixel 5

ID: 624636143163769

Grooms.co [Client 672]

Overview

Test Events

Diagnostics

History

Settings

CE Clients (280131256113118)

Select Dates

Create

If for some reason the plugin did not have the **Pixel ID** populated already, you can copy the **Pixel ID** right from your Facebook Pixel page, located under your Pixel Name in the Data Sources menu.

Connect Your WordPress Account

Select Features **Download Plugin** Go to Settings Install Plugin Activate Plugin Review Settings Verify Connection Set Up Events Confirmation

Download the Facebook Pixel Extension

Click **Download** for a .zip file that you'll install in your WordPress admin panel.

This integration is supported for WordPress versions 4.4 and above.

Safari users: To ensure the file downloads as a zip file, control-click or right-click the download button and select "Download linked file."

Download

[Give Feedback](#)

[Back](#)

[Continue](#)

Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

Data Sources

Search by name or ID

Grooms.co [Client 672]
ID 400253124262771

Pixel 5

Grooms.co [Client 672]

Overview

Test Events

Diagnostics

History

Settings

CE Clients (280131256113118)

Select Dates

Create

Connect Your WordPress Account

Select Features Download Plugin Go to Settings Install Plugin Activate Plugin Review Settings Verify Connection Set Up Events Confirmation

Download the Facebook Pixel Extension

Click **Download** for a .zip file that you'll install in your WordPress admin panel.



This integration is supported for WordPress versions 4.4 and above.

Safari users: To ensure the file downloads as a zip file, control-click or right-click the download button and select "Download linked file."

Download

[Give Feedback](#)

Back

Continue

These are simply the steps I just taught you for installing the plugin on WordPress.

Click the Continue button until the "Verify Connection" step.

Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

Continue Pixel Setup

Paste in the URL
you just installed
the Facebook Pixel
on to test it.

Connect Your WordPress Account



Verify Your Pixel Is Working Correctly

Verify your pixel is working by sending test traffic to your website. This may take several minutes. If your status doesn't change to "Active" after sending test traffic, check to make sure you followed the previous instructions correctly.

● No Activity Yet
Last Received: Never

Enter the URL for this website (ex: www.mywebsite.com)

Send Test Traffic

[Give Feedback](#)

[Back](#)

[Continue](#)

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

Search by name or ID 🔍

-  Grooms.co [Client 672]
ID 400253124262771
-  Pixel 5
ID 634078147197659
-  Pixel 4
ID 984681045299309
-  Pixel 3
ID 1347429935647326
-  Pixel 2
ID 1557954941048336
-  Pixel 1
ID 2694391264220664

 Grooms.co [Client 672] ✎[Overview](#) [Test Events](#) [Diagnostics](#) [History](#) [Settings](#)

Connect Your WordPress Account



Verify Your Pixel Is Working Correctly

Verify your pixel is working by sending test traffic to your website. This may take several minutes. If your status doesn't change to "Active" after sending test traffic, check to make sure you followed the previous instructions correctly.

● No Activity Yet
Last Received: Never

[Send Test Traffic](#)[Give Feedback](#)[Back](#)[Continue](#)

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

Click the "Send Test Traffic" button to navigate to the website you just installed this pixel on to verify the pixel is active and working.

Search by name or ID

Grooms.co [Client 672]
ID 400253124262771Pixel 5
ID 634078147197659Pixel 4
ID 984681045299309Pixel 3
ID 1347429935647326

Grooms.co [Client 672]

[Overview](#) [Test Events](#) [Diagnostics](#) [History](#) [Settings](#)

Select Dates

Create

Connect Your WordPress Account

Select Features Download Plugin Go to Settings Install Plugin Activate Plugin Review Settings **Verify Connection** Set Up Events Confirmation

Verify Your Pixel Is Working Correctly

Verify your pixel is working by sending test traffic to your website. This may take several minutes. If your status doesn't change to "Active" after sending test traffic, check to make sure you followed the previous instructions correctly.

● Active
Last received

[Give Feedback](#)[Back](#)[Continue](#)**Your pixel hasn't received any activity.**

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

The Facebook Pixel
was installed
correctly and is
now active.

Click "Continue".

Next, we have the option to set up our Standard Events.

These are the specific things we want to track on our website, such as purchases.

We will teach you how to use the **Event Setup Tool** later in this lecture. So just click "Continue".

Connect Your WordPress Account

Select Features

Download Plugin

Go to Settings

Install Plugin

Activate Plugin

Review Settings

Verify Connection

Set Up Events

Confirmation

Add Events Using Event Setup Tool

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

Website URL

Enter website URL

Open Website

Give Feedback

Back

Continue

Your pixel hasn't received any activity.

This can happen when the pixel base code isn't installed correctly on your website. Finish the pixel installation on your website, including adding events, to start seeing activity.

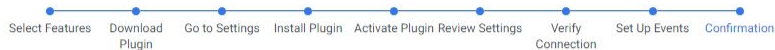
Continue Pixel Setup

Coursenvy®

www.Coursenvy.com

The Facebook Pixel
setup is complete!

Connect Your WordPress Account



Setup complete!

Verify Your Events in Events Manager (Recommended)

Events Manager offers tools to help you troubleshoot and verify your event setup in real time. Go to Test Events to make sure your events are firing correctly, see what information they are sending and view any issues. [Learn more.](#)

[Test Events in Events Manager](#)

Next Steps

Drive more purchases to your website with the power of Facebook Ads.

[Create Ad](#)

Learn more about the people visiting your website.

[Facebook Analytics](#)

[Give Feedback](#)

[Close](#)

Install Facebook Pixel #3: Email Instructions to a Developer

Home icon, Grid icon, Plus icon, Share icon, Star icon, Lock icon

Data Sources

Search by name or ID

- Grooms.co [Client 672]
ID 400253124262771
- Pixel 5
ID 634078147197659
- Pixel 4
ID 984681045299309
- Pixel 3
ID 1347429935647326
- Pixel 2
ID 1557954941048336
- Pixel 1
ID 2694391264220664

Grooms.co [Client 672]

Overview Test Events Diagnostics History Settings

Connect Website Activity Using Pixel

Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation. [Learn More](#)

Install code manually

Use a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. This method doesn't involve writing code. [Learn More](#)

Use a partner

[Give Feedback](#)

[Email Instructions](#)

Continue Pixel Setup

your website, including adding events, to start seeing activity.

CE Clients (280131256113118)

Select Dates **Create**

Use or hire a web developer to install your Facebook Pixel (read: <https://www.coursenvy.com/the-ultimate-guide-to-outsourcing-work-and-hiring-a-virtual-assistant>).

You can email them your Facebook Pixel installation instructions directly by clicking the **“Email Instructions”** link.



Data Sources

Search by name or ID



- Grooms.co [Client 672]
ID 400253124262771
- Pixel 5
ID 634078147197659
- Pixel 4
ID 984681045299309
- Pixel 3
ID 1347429935647326
- Pixel 2
ID 1557954941048336
- Pixel 1
ID 2694391264220664



Grooms.co [Client 672]

Overview

Test

CE Clients (280131256113118)

Select Dates

Create

Email Pixel Code

To:

info@courseenvy.com

Add a recipient

Draft Message



Justin Mark sent you instructions for installing the Facebook pixel on a website. Your organization is using the Facebook pixel to track website activity and run ads based on that activity.

You must install two kinds of code snippets on the website. This includes **pixel base code** on every page of your website and **event code** on specific webpages.

1 Facebook Pixel ID

Your pixel ID is the unique base code.

[Give Feedback](#)

Send

Just enter their email address and click Send.

the pixel installation on

Active = Installed

➤ Refresh your Events Manager → Data Sources page. Ensure your Pixel is active and tracking!

Data Sources

Search by name or ID

- Grooms.co [Client 672] ID 400253124262771
- Pixel 5 ID 634078147197659
- Pixel 4 ID 984681045299309
- Pixel 3 ID 1347429935647326
- Pixel 2 ID 1557954941048336
- Pixel 1 ID 2694391264220664

Grooms.co [Client 672]

Overview Test Events Diagnostics History Settings

All Activity

1

2020

ACTIVE

ACTIVE

Last received 12 minutes ago

Pixel 400253124262771

Websites grooms.co

Add Events

Events	Used by	Connection Method	Total Events ↓
PageView Active		Browser	1 Last received 12 minutes ago

Search by event 0/50 All events

View your Standard Events data.

Facebook Pixel Tools

Facebook Pixel - Additional Resources

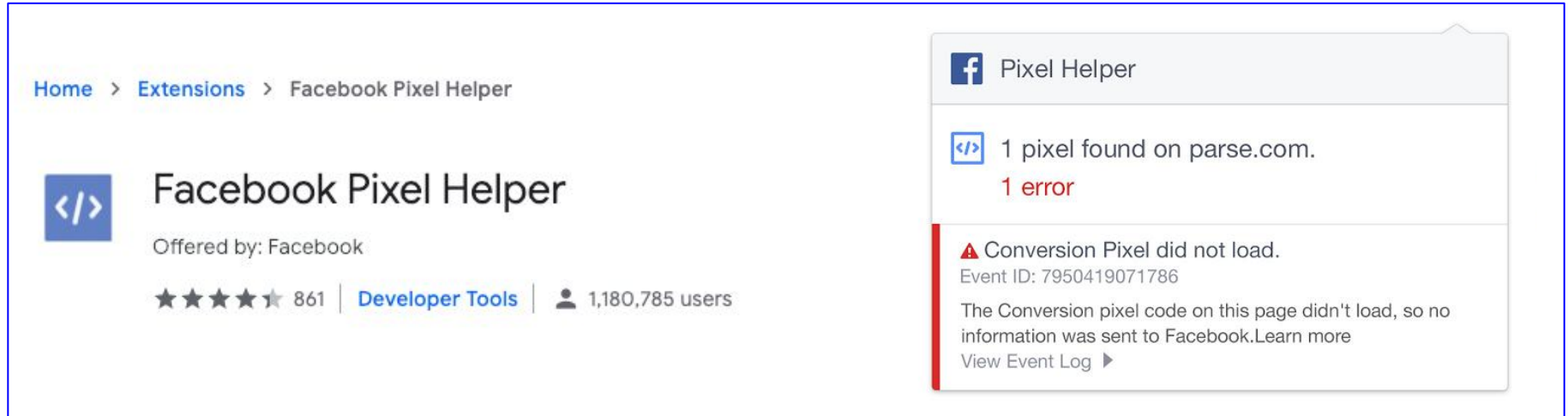
<https://www.coursenvy.com/facebook-pixel>

<https://www.facebook.com/business/m/pixel-setup-get-started>

Chrome's Facebook Pixel Helper

Another way to check that your pixel is active and events/audiences are working is via the Chrome extension:

Facebook Pixel Helper: <https://developers.facebook.com/docs/facebook-pixel/support/pixel-helper>



The image shows two parts of the Facebook Pixel Helper extension. On the left is the Chrome Web Store listing, and on the right is a screenshot of the extension's interface.

Chrome Web Store Listing:

- Home > Extensions > Facebook Pixel Helper
- Icon: A blue square with a white code symbol (</>).
- Title: Facebook Pixel Helper
- Offered by: Facebook
- Rating: 4.5 stars (861 reviews)
- Category: Developer Tools
- Users: 1,180,785 users

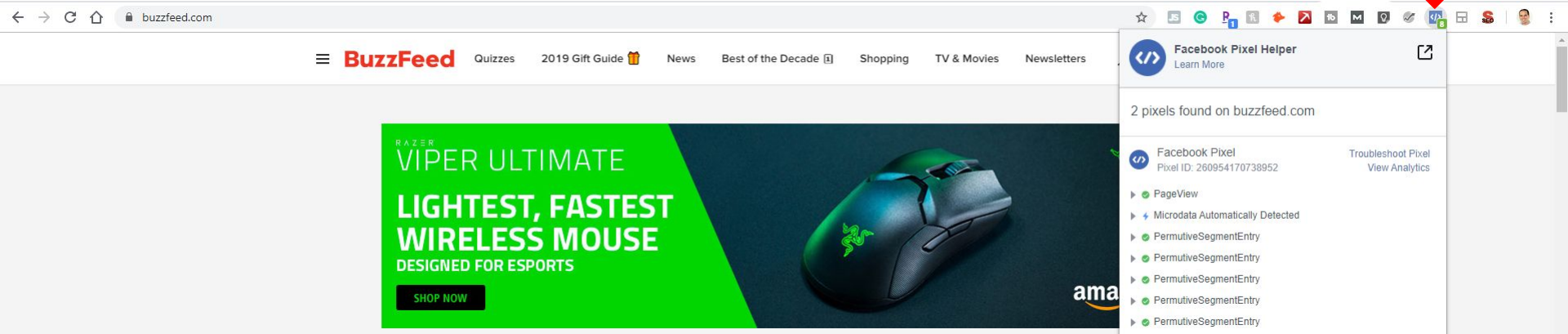
Extension Interface Screenshot:

- Header: Facebook Pixel Helper
- Status: 1 pixel found on parse.com.
- Errors: 1 error
- Error Details:
⚠ Conversion Pixel did not load.
Event ID: 7950419071786
The Conversion pixel code on this page didn't load, so no information was sent to Facebook.
Learn more
View Event Log ▶

<https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedlicjlaipkdmockpc>

Chrome's Facebook Pixel Helper

- Once installed in your Chrome browser, click the Facebook Pixel Helper extension button to see if the Facebook pixel is active on your various website pages (or even on any other websites -- this is great to research what events other brands are tracking).



Standard Events + Custom Conversions

Standard Events

- When an ACTION occurs on your website (for example, when someone click the ADD TO CART button), your Facebook Pixel fires and tracks this as an event.
- Events are actions that happen on your website, either as a result of Facebook ads (paid) or organic reach (unpaid).
- **Standard Events** are PREDEFINED actions that Facebook recognizes and tracks. By adding Standard Event coding IN ADDITION to your Facebook Pixel base code, you will begin TRACKING each standard event, which you can then optimize for conversions and build audiences of.

Custom Conversions

Custom Conversions let you create RULES for Standard Events or URLs.

EXAMPLES:

- Use Custom Conversions to optimize your ad delivery for custom events or specific URL traffic, which doesn't fall into a predefined Standard Event category.
- Custom Conversions allow you create Standard Events without additional code. If you have the Facebook Pixel base code on your website, you can use URL rules to track Standard Events. You won't need to add additional event code to your website if you build a Custom Conversion for it.

Standard Events vs. Custom Conversions

- **Standard Events** allow you to track SPECIFIC events, optimize for conversions, and build audiences all with the simple addition of coding to your website or app.
- **Custom Conversions** allow you to customize ANY event by adding rules and parameters that define specific customer actions. **Best Practices for Custom Conversions:**
<https://www.facebook.com/business/help/2375212726097833>

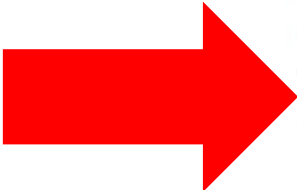
Standard Events vs. Custom Conversions

Differences between standard events and custom conversions

Standard events and custom conversions both allow you to track and optimize for actions across your website. A general rule of thumb is that standard events give you more features, but custom conversions are much easier to set up. If you're not comfortable editing your website's code, we recommend using custom conversions. If you don't mind working with standard events and adding parameters, we recommend using standard events.

Keep in mind custom conversions may be less accurate than standard events as there's more room for error. For example, you could build a custom conversion off of a URL containing "thankyou", thinking this will only match mywebsite.com/order/thankyou. However, there could be a product page at mywebsite.com/products/thankyou-notes, meaning you'll get inaccurate numbers. By using the Purchase standard event that fires only when a purchase is definitely made, you'll avoid errors.

Here's a table of the differences:



Standard events	Custom conversions
Created by adding to the Facebook pixel base code.	No extra code required. Created in Ads Manager using URL rules.
Customized with parameters.	Customized with granular URL rules.
Aggregated reporting.	Separate reporting.
Compatible with dynamic product ads.	Not compatible with dynamic product ads.

<https://www.facebook.com/business/help/1669861173231595>

Standard Events

Standard Events allow you to track specific actions (“**EVENTS**”), optimize for conversions, and build audiences on your website!

These events include among others:

- Add to cart
- Contact
- Initiate Checkout
- Lead
- Purchase
- Schedule
- Start trial

Standard Events

The list of Standard Event “website actions” is ever growing to cater to the different events you want to track on your app or website. See the updated list here:

<https://www.facebook.com/business/help/402791146561655>

Website action	Description	Standard event code
Add to cart	Track when items are added to a shopping cart (ex: click, landing page on Add to Cart button)	fbq('track', 'AddToCart');
Add payment info	Track when payment information is added in the checkout flow (ex: click, landing page on billing info)	fbq('track', 'AddPaymentInfo');
Add to wishlist	Track when items are added to a wishlist (ex: click, landing page on Add to Wishlist button)	fbq('track', 'AddToWishlist');
Complete registration	Track when a registration form is completed (ex: complete subscription, sign up for a service)	fbq('track', 'CompleteRegistration');
Contact	A telephone/SMS, email, chat or other type of contact between a customer and your business	fbq('track', 'Contact');

Facebook Pixel Base Code

REQUIREMENT: Both Custom Conversions AND Standard Events require the installation of the Facebook Pixel **base code** on your website or app (what we covered earlier in this lecture).

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','/connect.facebook.net/en_US/fbevents.js');

fbq('init', '1234567890');
fbq('track', 'PageView');

</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Base code

Notice the base code just tracks the “PageView”. We need to track other events via Standard Event codes.

Installing the Facebook Pixel Base Code

The simplest way to install the Facebook Pixel base code is by pasting the pixel base code between the `<head>` and `</head>` tags of your website's header code, so every **Page View** will be tracked.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', '1234567890');
fbq('track', 'PageView');

</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Base code

How to Add a Standard Event Code to the Base Code

After you have installed the Facebook Pixel base code on your website, you will need to add events to specific pages to track specific actions people take on your website.

EXAMPLE: Purchase Standard Event

- To track specific **Standard Events**, you will need to add the specific standard event code that is relevant to each of your varying events, pages, or button clicks, such as the **Purchase** Standard Event. When a users makes a purchase, they land on your purchase confirmation page. This is the page we want to install the **Purchase** Standard Event.
- We will want the **Purchase** Standard Event to “**fire**” when people make a purchase and are redirected to your purchase confirmation page.

Standard Event Codes

The #1 key to remember here is that EVERY page of your website should have the Facebook Pixel **base code** installed (i.e. in the global header code as I taught you).

But on each individual page of your website, you will want to track the varying specific events (i.e. Standard Events). You will have to add different snippets of “Standard Event code” to track these varying events! Events are actions that happen on your website (like when someone makes a purchase). To track an event, you'll need to place a piece of code on your website to let Facebook know that someone has taken an action.

You have the option of **Manually** installing the Standard Events or using the via the **Event Setup Tool**.

Install Standard Events:

#1 - Manually Add Event Code

Search by name or ID

Grooms.co [Client 672]

Grooms.co [Client 672]

Overview

Test

Select Dates

Create

When manually installing our Facebook Pixel Base Code, the default option for Standard Event installation is to use the **Event Setup Tool** later in this lecture.

The other option is to manually install Standard Events in your websites coding. Again, we suggest a web developer:

<https://developers.facebook.com/docs/facebook-pixel/implementation/conversion-tracking>

Connect Website Activity Using Pixel

Install Base Code

Enable Advanced Matching

Add Event Code

Add Events Using Event Setup Tool

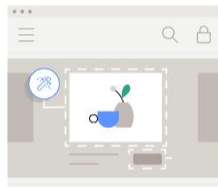
You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

How it works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.



Prefer a manual option? [Install events using code.](#)

Back

Give Feedback

Launch Event Setup Tool

Once your Facebook Pixel is installed on your website, you will want to add Event code snippets to pages loads, button clicks, etc. events you want to track.

Manually Install Standard Event Code Example

While most Standard Events are “Track Event on Page Load”, such as the Purchase event firing when the purchase confirmation page **loads**, the Add to Cart event is unique as it occurs upon a button **click** / “Track Event on Inline Action”.

EXAMPLE: An order confirmation is when the order confirmation PAGE LOADS, so you can just paste that Standard Event code in the body of that specific page. When someone clicks a button, that is an action occurs on the same page, therefore it is an INLINE ACTION. So the type of event will determine where you add the Standard Event code. Here is a button click coding example:

```
<script>
```

```
fbq('track', 'AddToCart');
```

```
</script>
```

Paste the add to cart event code

- Add the event code to the HTML element for the Add to Cart button.

```
<button id="addToCartButton">Add to Cart</button>
<script type="text/javascript">
  $( '#$addToCartButton' ).click(function() {
    insert_event_code_here;
    ...
  })
</script>
```

Standard Event Codes

Make sure to place the correct Standard Event code only on pages/buttons that correspond to the event you're tracking.

- For example, if you're tracking purchases, add the Standard Event code only to the pages where purchases are confirmed (e.g. domain.com/thankyou)

Website action	Standard event code
Add to cart	fbq('track', 'AddToCart');
Add payment info	fbq('track', 'AddPaymentInfo');
Add to wishlist	fbq('track', 'AddToWishlist');
Complete registration	fbq('track', 'CompleteRegistration');
Contact	fbq('track', 'Contact');
Customize Product	fbq('track', 'CustomizeProduct');
Donate	fbq('track', 'Donate');
Find Location	fbq('track', 'FindLocation');
Initiate checkout	fbq('track', 'InitiateCheckout');
Lead	fbq('track', 'Lead');
Purchase	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Schedule	fbq('track', 'Schedule');
Search	fbq('track', 'Search');
Start trial	fbq('track', 'StartTrial', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
Submit application	fbq('track', 'SubmitApplication');
Subscribe	fbq('track', 'Subscribe', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
View content	fbq('track', 'ViewContent');

#1 - Standard Events - Manually Add Event Code

Copy the event code as instructed and paste it on the relevant page of your site. Be sure **NOT** to modify the Pixel base code you've already placed in the header (<head>PIXEL</head>) of your website. The EVENT code will **JUST** be added to the specific pages each event occurs on.

- **Track Event on Page Load:** Choose this option if the EVENT can be tracked when someone lands on a certain page. **EXAMPLE:** A confirmation/thank you page after completing a purchase.
- **Track Event on Inline Action:** Choose this option if the EVENT you want to track requires someone to click something (like a “Subscribe” button that doesn’t redirect the user to a new page, rather the button just submits the info and keeps the user on the same page).

#1 - Standard Events - Manually Add Event Code

➤ Follow the “Paste Event Code” instructions

<https://developers.facebook.com/docs/facebook-pixel/implementation/conversion-tracking#tracking-standard-events>

For page load events: Place the code just below the closing header section of the page (for many websites, this will be right after the opening <body> tag).

For inline action events: Add the event code between script tags next to the action you want to track (like clicking a button).

Install Standard Events:

#2 - Facebook's Event Setup Tool



Data Sources

CE Clients (280131256113118) ▼

Search by name or ID



Grooms.co [Client 672]

ID 400253124262771

Pixel 5

ID 634078147197659

Pixel 4

ID 984681045299309

Pixel 3

ID 1347429935647326

Pixel 2

ID 1557954941048336

Pixel 1

ID 2694391264220664

Grooms.co [Client 672] ✎

Jul 3, 2020 – Jul 2, 2020 ▼

Create ▼

Overview

Test Events

Diagnostics

History

Settings

All Activity

1
2020

Active

Last received 12 minutes ago

Pixel

400253124262771

Websites

grooms.co

Add Events ▼

Search by event

0/50

All events ▼

Using the Server-Side API

Now you can send web events directly from your server to your pixel using the server-side API.

[Learn More](#)



From a New Website

Add this pixel to a new website to start sending events to it.



From the Pixel

Add events using pixel code or the Event Setup Tool.

Once your Facebook Pixel is installed on your website, you will want to add Event code snippets to pages loads, button clicks, etc. events you want to track.

Data Sources

CE Clients (280131256113118) ▼

Search by name or ID



Grooms.co [Client 672]

ID 400253124262771

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ID 634078147197659

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ID 984681045299309

Pixel 3

ID 1347429935647326

Pixel 2

ID 1557954941048336

Pixel 1

ID 2694391264220664

Grooms.co [Client 672] ✎

Jul 3, 2020 – Jul 2, 2020 ▼

Create ▼

Overview Test Events Diagnostics History Settings

All Activity



Active

Last received 12 minutes ago

Pixel

400253124262771

Websites

grooms.co

Add Events ▼

Using the Server-Side API

Now you can send web events directly from your server to your pixel using the server-side API.

[Learn More](#)

From a New Website

Add this pixel to a new website to start sending events to it.

From the Pixel

Add events using pixel code or the Event Setup Tool.



Used by

Connection Method

Total Events ↓

Browser

1

Last received 12 minutes ago

Navigate to your Events Manager → Data Sources → Facebook Pixel page.

Click the “Add Events” menu and select “From the Pixel”.



#2 - Standard Events - Facebook's Event Setup Tool

In the pop-up menu, click the “Launch Event Setup Tool” button.

Facebook's Event Setup Tool is the NO coding option.

Connect Website Activity Using Pixel

Add Events Using Event Setup Tool

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

How it works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

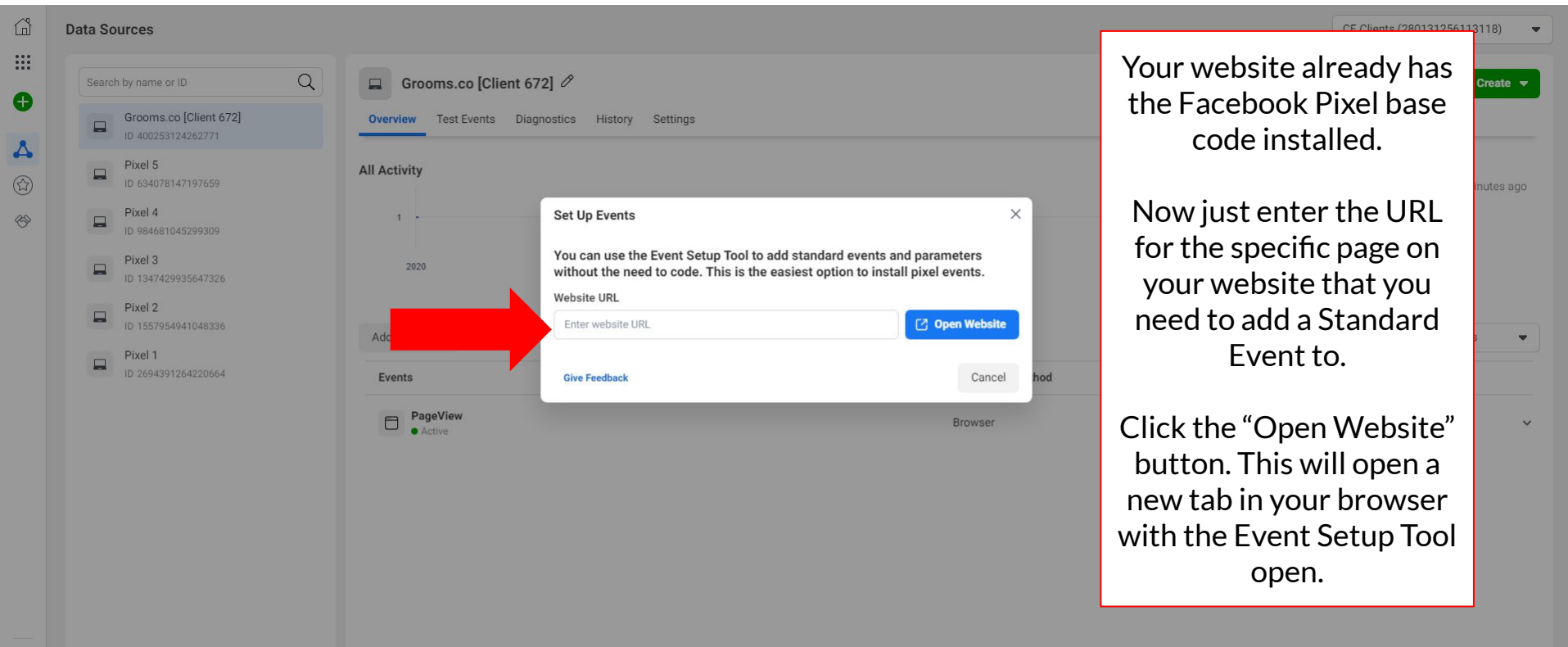
With a simple click, your event is added to your website without needing to use code.

Prefer a manual option? [Install events using code.](#)

[Give Feedback](#)

[Launch Event Setup Tool](#)

#2 - Standard Events - Facebook's Event Setup Tool



The screenshot shows the Facebook Event Setup Tool interface. On the left, a sidebar lists 'Data Sources' including 'Grooms.co [Client 672]' and several 'Pixel' entries. The main area shows the 'Overview' tab for 'Grooms.co [Client 672]'. A modal titled 'Set Up Events' is open in the center, with a red arrow pointing to it from the left. The modal contains the text: 'You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.' Below this is a 'Website URL' section with a text input field containing 'Enter website URL' and a blue 'Open Website' button. At the bottom of the modal are 'Give Feedback' and 'Cancel' links. On the right side of the image, there is a white box with a red border containing three paragraphs of text.

Your website already has the Facebook Pixel base code installed.

Now just enter the URL for the specific page on your website that you need to add a Standard Event to.

Click the “Open Website” button. This will open a new tab in your browser with the Event Setup Tool open.

WE GROW YOUR BUSINESS WITH ONLINE ADS

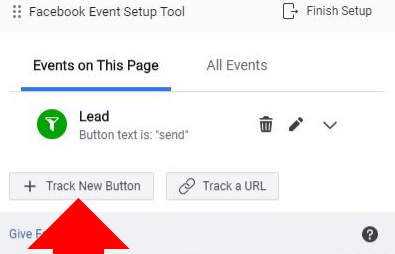
Focus on what you do best. Let us professionally manage your online marketing. With over 15 years of online marketing experience, working with multiple 7/8-figure businesses, and teaching over 200,000 people online marketing strategies... we know exactly how to help you move forward.

NEED HELP MARKETING?
MESSAGE US



For this example, I am tracking the **LEAD EVENT** for every time a user clicks the “Send” button.

I created this event by clicking the “+ Track New Button” option in the Facebook Event Setup Tool.



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Focus on what you do best. Let us professionally manage your online marketing. With over 15 years of online marketing experience, working with multiple 7/8-figure businesses, and teaching over 200,000 people online marketing strategies... we know exactly how to help you move forward.

Once done, I just click the “Finish Setup” link.

If I have more Events I want to set up, I can continue to browse this website and add them as I wish. We can always come back to add or delete events.

Facebook Event Setup Tool [Finish Setup](#)

Events on This Page All Events

Lead

Button text is: "send"

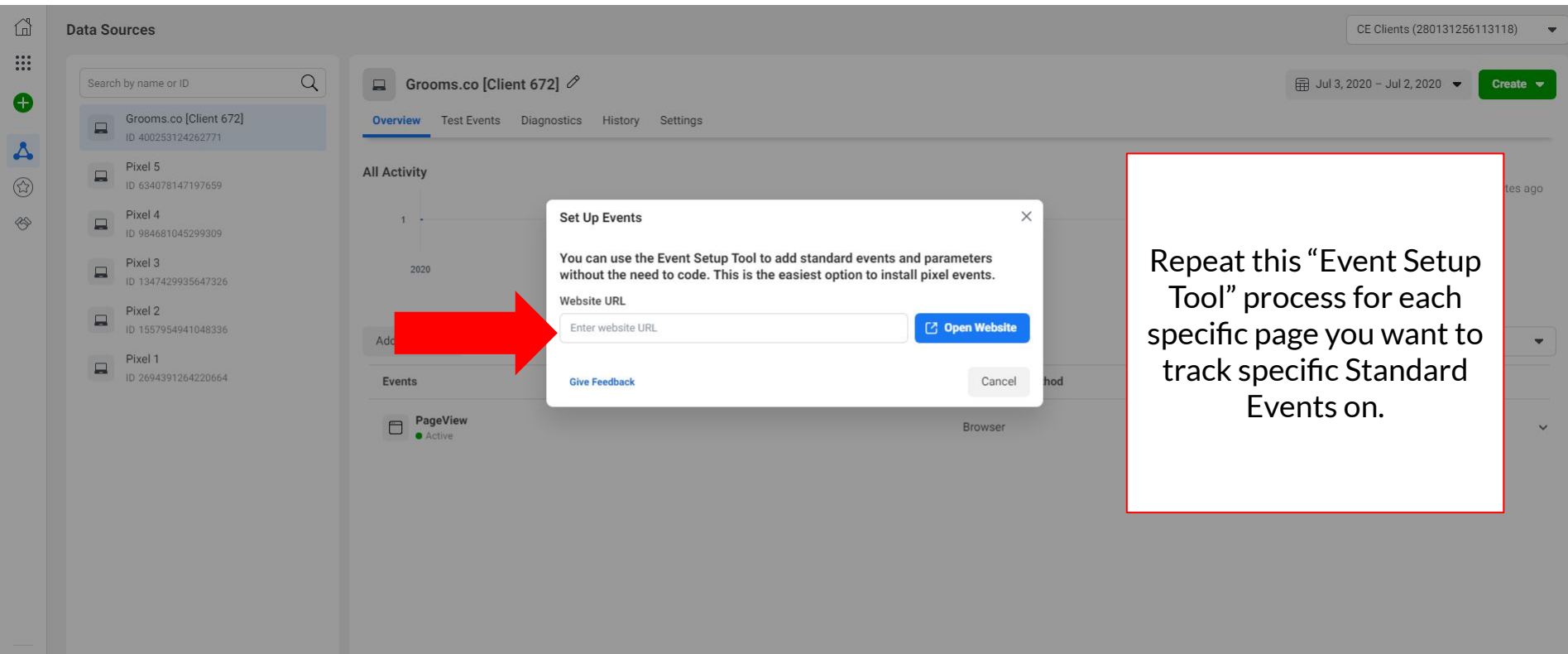
[+ Track New Button](#) [Track a URL](#)

[Give Feedback](#)

NEED HELP MARKETING?
MESSAGE US



#2 - Standard Events - Facebook's Event Setup Tool



The screenshot displays the Facebook Event Setup Tool interface. On the left, a sidebar titled 'Data Sources' lists various tracking pixels, including 'Grooms.co [Client 672]' and several 'Pixel' entries. The main area shows the 'Grooms.co [Client 672]' configuration page with tabs for 'Overview', 'Test Events', 'Diagnostics', 'History', and 'Settings'. A red arrow points from the 'Add' button in the 'All Activity' section to the 'Set Up Events' modal. The modal contains instructions on using the tool to add standard events without coding, a text input field for the 'Website URL', an 'Open Website' button, and 'Give Feedback' and 'Cancel' options. On the right, a white box with a red border contains text explaining the process.

Repeat this “Event Setup Tool” process for each specific page you want to track specific Standard Events on.

Facebook's Event Setup Tool Example

Facebook Event Setup Finish Setup

Events on This Page All Events

No events found on this page.

[+ Track New Button](#) [Track a URL](#)

[Give Feedback](#) ?



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Coursenvy specializes in "PAY PER LEAD" digital marketing

With over 15 years of online marketing experience, we are so confident in our skills, we want to put our money where our mouth is!

We spend our own money to develop various lead capture pages for your brand. We build your branded advertising funnels for you and split test content ongoing, all at no extra cost to you when you order leads from us!

2nd) We spend our own money to create/optimize ongoing Google and Facebook Ads to collect leads for your business!

We deliver your sales team leads they will love and also provide you an instant ROI. We generate web leads for a "cost per lead"... whether if you want 100 leads per month or 10,000... we can deliver!

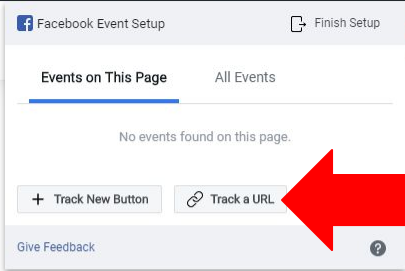
All you have to do is select how many leads you want!

50 LEADS

100 LEADS

250 LEADS

This is a new
PRODUCT page we
just created that
doesn't have any
events tracking.



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All you have to do is select how many leads you want!

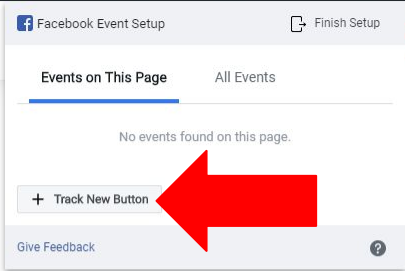
50 LEADS

100 LEADS

250 LEADS

On this new **PRODUCT** page, we want to track users via the "ViewContent" Event.

The "ViewContent" event is for tracking someone who viewed an item from your Facebook product catalog.



The “Track New Button” enables you to create an Event that tracks actual clicks on this page.

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All you have to do is select how many leads you want!

- 50 LEADS
- 100 LEADS
- 250 LEADS

[HOME](#)[START HERE](#)[ABOUT](#)[COURSES](#)[BLOG](#)[TOOLS](#)[SERVICES](#)[CAREERS](#)[CONTACT US](#)[JOIN FREE COURSES](#)

This is perfect for creating a Pixel Event that tracks users who take a specific action on your website. Then you can retarget this WARM audience in the future Facebook ads.

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We deliver your sales team leads they will love and also provide you an instant ROI. We generate web leads for a "cost per lead"... whether if you want 100 leads per month or 10,000... we can deliver!

All you have to do is select how many leads you want

50 LEADS

Facebook Event Setup



Click on a highlighted button to set up your event.

(Scroll down to see more buttons)



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www.Coursenvy.com

Facebook Event Setup

Finish Setup

Events on This Page All Events

No events found on this page.

+ Track New Button Track a URL

Give Feedback



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All you have to do is select how many leads you want!

- 50 LEADS
- 100 LEADS
- 250 LEADS

But for our use, we want to just track people who navigate to this **PRODUCT** page (i.e. a "ViewContent" event).

Track an Event Using a URL

Select the event you'd like to track.

View Content

- ☐ Schedule
- ☐ Search
- ☐ Start Trial
- ☐ Submit Application
- ☐ Subscribe
- ☒ View Content

URL
coursenvy.com/leads/

Cancel Confirm

START HERE

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3rd) We deliver your sales team leads they will love and also provide you an instant ROI. We generate web leads for a "cost per lead"... whether if you want 100 leads per month or 10,000... we can deliver!

All you have to do is select how many leads you want!

50 LEADS

100 LEADS

250 LEADS

In the dropdown, select the event you'd like to track.



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www.Coursenvy.com

Track an Event Using a URL

Select the event you'd like to track.

View Content

Track the entire URL or a portion of the URL.

URL equals

https://www.coursenvy.com/leads/

Cancel

Confirm

START HERE

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All you have to do is select how many leads you want!

50 LEADS

100 LEADS

250 LEADS

Facebook Ads Expert Course | Amazon FBA... Custom... Edit Page

Track an Event Using a URL

Select the event you'd like to track.

View Content

Track the entire URL or a portion of the URL.

URL equals

Cancel Confirm

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All you have to do is select how many leads you want!

50 LEADS

100 LEADS

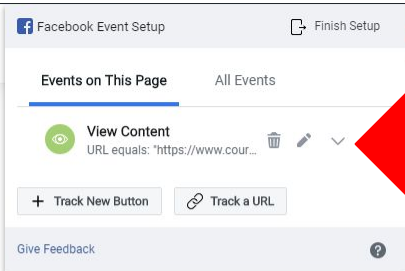
250 LEADS



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Then click the
"Confirm" button
to begin tracking
this Standard
Event.



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With over 15 years of online marketing experience, we are so confident in our skills, we want to put our money where our mouth is!

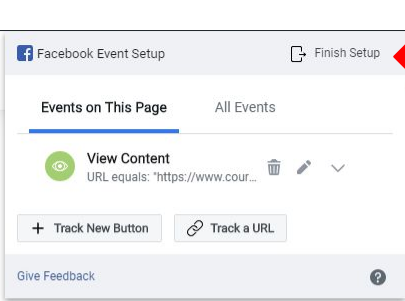
- 1st) We spend our own money to develop various lead capture pages for your brand. We build your branded advertising funnels for you and split test content ongoing, all at no extra cost to you when you order leads from us!
- 2nd) We spend our own money to create/optimize ongoing Google and Facebook Ads to collect leads for your business!
- 3rd) We deliver your sales team leads they will love and also provide you an instant ROI. We generate web leads for a "cost per lead"... whether if you want 100 leads per month or 10,000... we can deliver!

All you have to do is select how many leads you want!

50 LEADS

100 LEADS

250 LEADS



Click "Finish Setup" to exit.

START HERE ABOUT COURSES BLOG TOOLS SERVICES CAREERS CONTACT US

JOIN FREE COURSES

We are Coursenvy

THE ULTIMATE LEAD GENERATION AD AGENCY

Coursenvy specializes in "PAY PER LEAD" digital marketing

With over 15 years of online marketing experience, we are so confident in our skills, we want to put our money where our mouth is!

1st) We spend our own money to develop various lead capture pages for your brand. We build your branded advertising funnels for you and split test content ongoing, all at no extra cost to you when you order leads from us!

2nd) We spend our own money to create/optimize ongoing Google and Facebook Ads to collect leads for your business!

3rd) We deliver your sales team leads they will love and also provide you an instant ROI. We generate web leads for a "cost per lead"... whether if you want 100 leads per month or 10,000... we can deliver!

All you have to do is select how many leads you want!

50 LEADS

100 LEADS

250 LEADS

[HOME](#)[START HERE](#)[ABOUT](#)[COURSES](#)[BLOG](#)[TOOLS](#)[SERVICES](#)[CAREERS](#)[CONTACT US](#)[JOIN FREE COURSES](#)

We are Coursenvy

THE ULTIMATE

AGENCY

Coursenvy sp

ital marketing

Click Finish.

Finish Setup

Please review your events. You can access and manage your event tracking through your settings in Events Manager.

Events Added

	View Content URL equals: "https://www.coursenvy.com/leads/"	Delete
--	---	--------

[Back](#)[Finish](#)

All you have to do is select how many leads you want!

[50 LEADS](#)[100 LEADS](#)[250 LEADS](#)

Coursenvy®

www.Coursenvy.com

Test Events

Search by name or ID



Grooms.co [Client 672]

ID 400253124262771



Pixel 5

ID 634078147197659



Pixel 4

ID 984681045299309



Pixel 3

ID 1347429935647326



Pixel 2

ID 1557954941048336



Pixel 1

ID 2694391264220664



Grooms.co [Client 672]



Overview

Test Events

Settings

Create

Test Your Events

Check that your events are received correctly.

Browser

Server

Trigger events on your website to test that they're firing correctly. Only events you trigger will display in the Test Events tool, not the activity of other website users. Events will appear in real time. [Learn More](#)

Filter

Clear Activity

On your
Facebook Pixel
page, click the
"Test Events" tab.



Open your website in a new window and interact with it to start seeing activity.

[Open Website](#)[Help](#) | [Feedback](#)

Data Sources

CE Clients (280131256113118)

Search by name or ID



Grooms.co [Client 672]
ID 400253124262771

Pixel 5
ID 634078147197659

Pixel 4
ID 984681045299309

Pixel 3
ID 1347429935647326

Pixel 2
ID 1557954941048336

Pixel 1
ID 2694391264220664

Grooms.co [Client 672]

Overview **Test Events** Diagnostics History Settings

Create

Test Your Events

Check that your events are received correctly.

Browser Server

Trigger events on your website to test that they're firing correctly. Only events you trigger will display in the Test Events tool, not the activity of other website users. Events will appear in real time. [Learn More](#)

Filter

Clear Activity

Just paste in the URL you want to test an event on and then click the "Open Website" button.



Open your website in a new window and interact with it to start seeing activity.

Open Website

[Help](#) | [Feedback](#)

The website will open in a new tab and you can see in real time your event pixel firing (working)!

Data Sources

Search by name or ID



You can view
and compare
Events on the
Overview tab.

Learn/Coursenvy.com Pixel

Coursenvy.com (1750621688405...

Last 28 days Create

Overview Test Events Diagnostics History Settings

All Activity



Active
Last received 12 minutes ago

Pixel
466681210923458

Websites
www.coursenvy.com

Add Events

Search by event

Standard Eve...

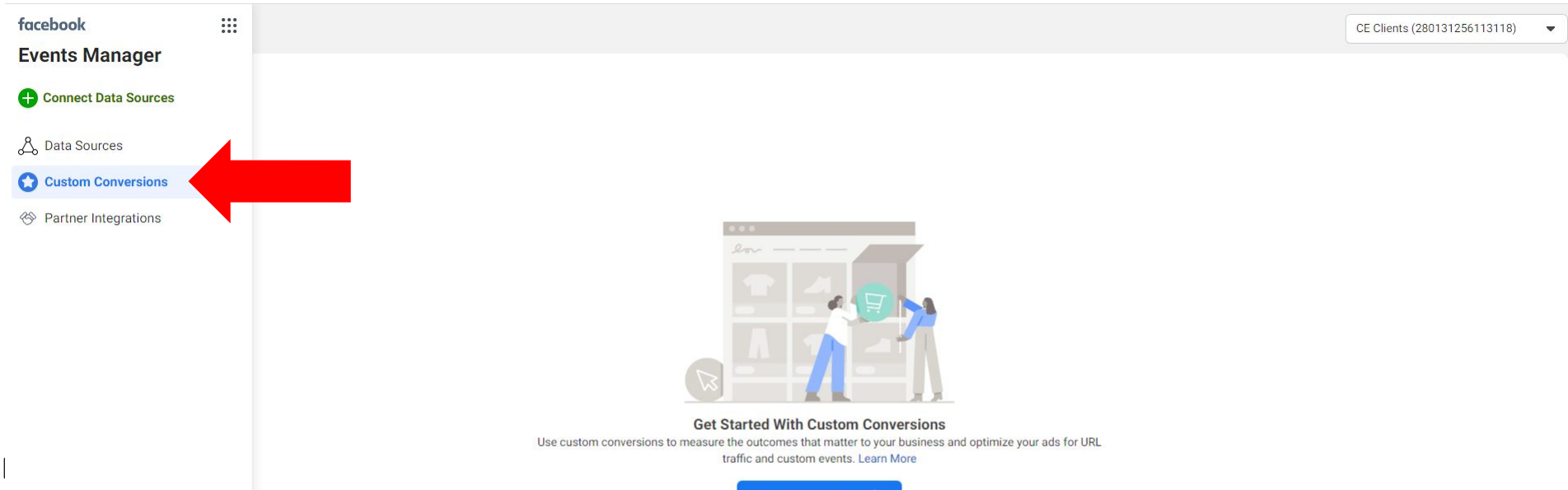
Events	Used by	Connection Method	Total Events ↓
Initiate Checkout Active		Browser	423 Last received 52 minutes ago
Lead Active	1 Ad Set	Browser	346 Last received 4 hours ago
View Content Active		Browser	310 Last received 4 hours ago
Purchase Active	6 Ad Sets	Browser	149 Last received 15 hours ago
Search Active		Browser	104 Last received 1 day ago
Add to Cart Active		Browser	54 Last received 1 day ago
Subscribe Active		Browser	52 Last received 13 hours ago

- All events
- ☒ Standard Events
- Custom Events

Create Custom Conversions

Create Custom Conversion

- Once the Facebook Pixel base code is installed on your website, you can create **Custom Conversions**. Navigate to your Events Manager → Custom Conversions page.



The screenshot displays the Facebook Events Manager interface. On the left sidebar, the 'facebook' logo is at the top, followed by 'Events Manager'. Below this are four menu items: 'Connect Data Sources' (with a green plus icon), 'Data Sources' (with a network icon), 'Custom Conversions' (with a blue star icon and highlighted by a large red arrow), and 'Partner Integrations' (with a puzzle piece icon). The top right of the interface shows 'CE Clients (280131256113118)' with a dropdown arrow. The main content area features an illustration of two people interacting with a digital storefront, with a shopping cart icon. Below the illustration, the text reads 'Get Started With Custom Conversions' followed by a paragraph: 'Use custom conversions to measure the outcomes that matter to your business and optimize your ads for URL traffic and custom events. [Learn More](#)'.

Click on the “Create Custom Conversion” button.



Get Started With Custom Conversions

Use custom conversions to measure the outcomes that matter to your business and optimize your ads for URL traffic and custom events. [Learn More](#)

Create Custom Conversion

Measure

Use custom conversions to measure the interactions that matter to your business. These can be used to help create Custom Audiences to use in your ads.

Optimize

Use custom conversions to show ads to people who are most likely to take specific actions. You can map your custom events to standard events and use them to optimize your ad delivery.

Share

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or with third-party agencies.

In the pop-up menu, you will create your Custom Conversion.

First name your Custom Conversion. This is what will appear in your Ads Manager for Conversion Campaigns and tracking. Name the Custom Conversion for easy identification.

Measure

Use custom conversions to measure the interactions that matter to your business. These can be used to help create Custom Audiences to use in your ads.

Create a Custom Conversion

Name

0/50

Description · Optional

0/100

Data Source

Conversion Event

Choose a Standard Event for Optimization

Facebook selected category

We use information about your business to automatically choose a category for you

[Select your own category](#)

Rules

This custom conversion must meet all of these rules:

☐ Enter a conversion value

Share

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or with third-party agencies.

Next, confirm you select the correct Facebook Pixel under the “Data Source” field.

Select a **Custom Event** or **All URL Traffic** as your Conversion Event. The default is **All URL Traffic**.

<https://www.facebook.com/business/help/434245993430255>

Measure

Use custom conversions to measure the interactions that matter to your business. These can be used to help create Custom Audiences to use in your ads.

Create a Custom Conversion

Name

Name your conversion0/50

Description · Optional

Add a description (optional)0/100

Data Source

Grooms.co [Client 672]

Conversion Event

All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category

We use information about your business to automatically choose a category for you

[Select your own category](#)

Rules

This custom conversion must meet all of these rules:

URLcontains

Add URL keywords

Enter a conversion value

Cancel

Create



Share

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or with third-party agencies.

Next, select the Standard Event category that best describes the conversion event you're optimizing for (the default is "Facebook selected category").

Measure

Use custom conversions to measure the interactions that matter to your business. These can be used to help create Custom Audiences to use in your ads.

Create a Custom Conversion**Name**

0/50

Description · Optional

0/100

Data Source**Conversion Event****Choose a Standard Event for Optimization****Rules**

This custom conversion must meet all of these rules:

☐

Enter a conversion value ⓘ

Share

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or with third-party agencies.

Finally, set up a rule using
Event Parameters or a URL.
These rules tell Facebook
what EQUATES this specific
CONVERSION.

Measure

Use custom conversions to measure the interactions that matter to your business. These can be used to help create Custom Audiences to use in your ads.

Create a Custom Conversion

Name

Name your conversion0/50

Description · Optional

Add a description (optional)0/100

Data Source

Grooms.co [Client 672]

Conversion Event

All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category (Recommended)

Rules

This custom conversion must meet all of these rules:

URLcontains

Add URL keywords

+

☐ Enter a conversion value ⓘ

Cancel

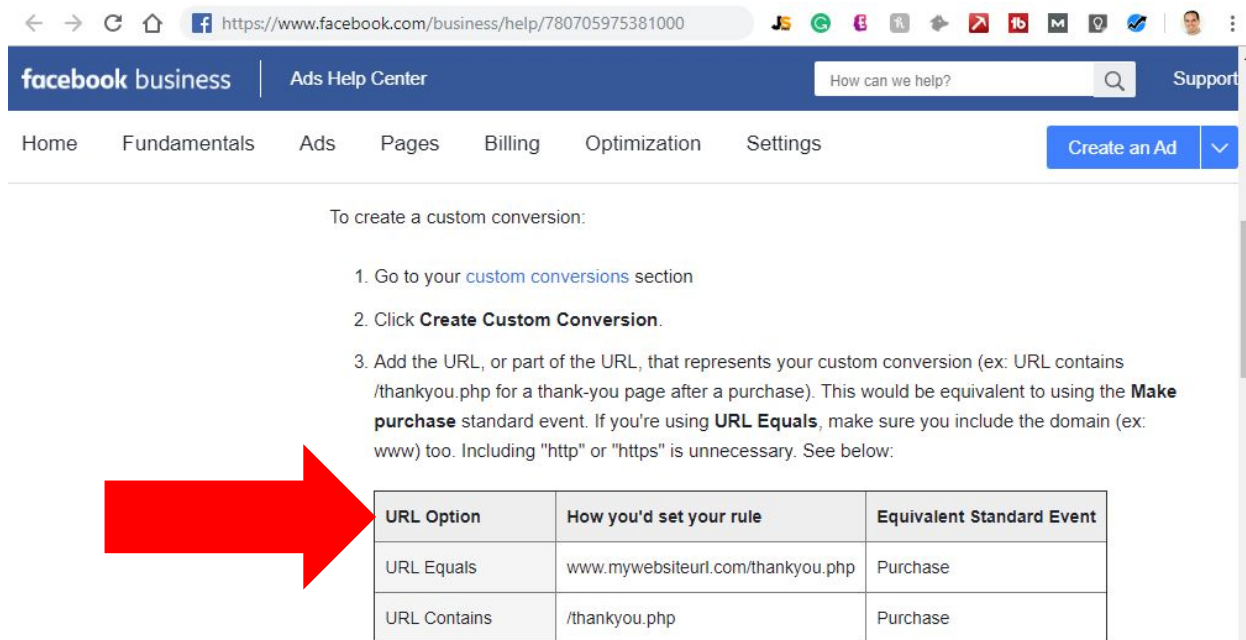
Create

Share

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or with third-party agencies.

Create Custom Conversion

<https://www.facebook.com/business/help/780705975381000>



facebook business | Ads Help Center

How can we help?

Home Fundamentals Ads Pages Billing Optimization Settings [Create an Ad](#)

To create a custom conversion:

1. Go to your [custom conversions](#) section
2. Click **Create Custom Conversion**.
3. Add the URL, or part of the URL, that represents your custom conversion (ex: URL contains /thankyou.php for a thank-you page after a purchase). This would be equivalent to using the **Make purchase** standard event. If you're using **URL Equals**, make sure you include the domain (ex: www) too. Including "http" or "https" is unnecessary. See below:

URL Option	How you'd set your rule	Equivalent Standard Event
URL Equals	www.mywebsiteurl.com/thankyou.php	Purchase
URL Contains	/thankyou.php	Purchase

Tip: If you're using other analytics tools, look at your page views list there and copy and paste the exact URL to avoid mistakes.

URL Contains or URL Equals?

A common question we get for Custom Conversions is:

Should I use URL Contains or URL Equals?

We go deep in this blog post!

<https://www.coursenvy.com/custom-conversions-url-contains-or-url-equals>

Once you create this Custom Conversion, open a new browser and navigate directly to this URL to activate this conversion in your Facebook pixel.

Measure

Use custom conversions to measure the interactions that matter to your business. These can be used to help create Custom Audiences to use in your ads.

Create a Custom Conversion

Name

Name your conversion0/50

Description · Optional

Add a description (optional)0/100

Data Source

Grooms.co [Client 672]

Conversion Event

All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category (Recommended)

Rules

This custom conversion must meet all of these rules:

URLcontains

Add URL keywords

Enter a conversion value

Cancel

Create

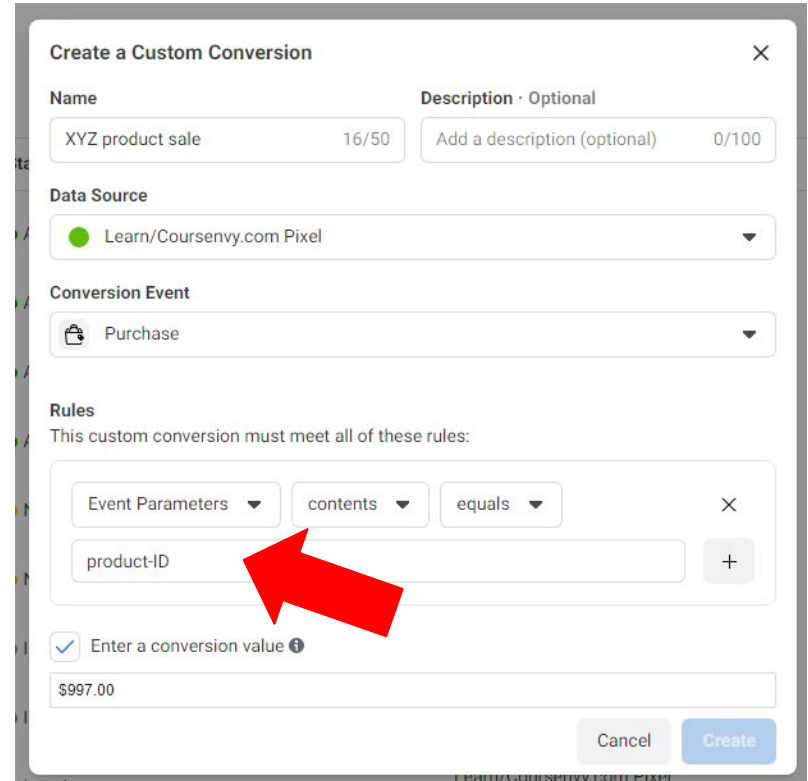
Share

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or with third-party agencies.

Create a Custom Conversion

Or if you want to create a Custom Conversion for a specific Event (for example a **purchase** of a specific product), you can select that Conversion Event (which is currently set to “Purchase”), then select Event Parameters and for the content equals, type in the **product-ID**.

Finally, add the optional **conversion value** to link with this product sale in your ad reporting (i.e. sales price).



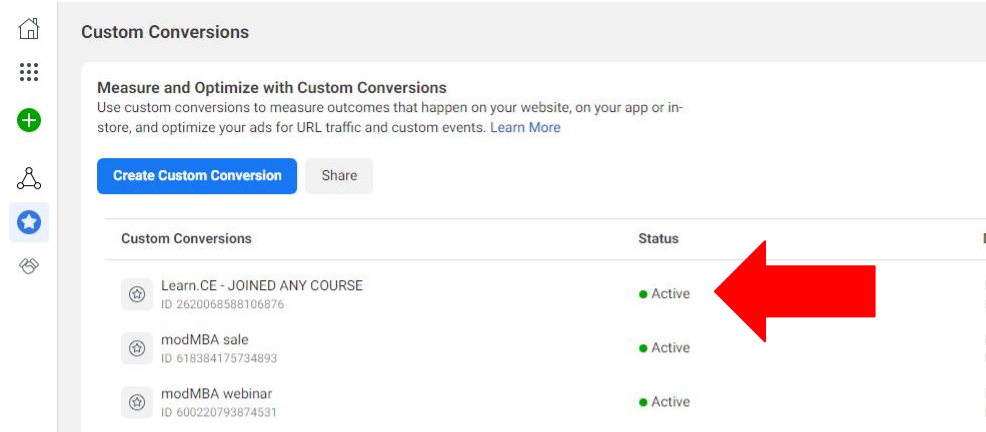
The screenshot shows the 'Create a Custom Conversion' form with the following details:

- Name:** XYZ product sale (16/50)
- Description (Optional):** Add a description (optional) (0/100)
- Data Source:** Learn/Coursenvy.com Pixel
- Conversion Event:** Purchase
- Rules:** This custom conversion must meet all of these rules:
 - Event Parameters (dropdown) | contents (dropdown) | equals (dropdown) | X
 - product-ID (text input) | +
- Enter a conversion value:** ☒ (checkbox) | \$997.00 (text input)

A red arrow points to the 'product-ID' text input field in the rules section.

Create Custom Conversion

- As you can see, after navigating to this Custom Conversion URL, the conversion is now **ACTIVE**.
- Now, navigate to your Ads Manager page and click the CREATE button. Create a Conversion objective ad campaign.



Custom Conversions

Measure and Optimize with Custom Conversions
Use custom conversions to measure outcomes that happen on your website, on your app or in-store, and optimize your ads for URL traffic and custom events. [Learn More](#)

[Create Custom Conversion](#) [Share](#)

Custom Conversions	Status
 Learn.CE - JOINED ANY COURSE ID 2620068588106876	● Active
 modMBA sale ID 618384175734893	● Active
 modMBA webinar ID 600220793874531	● Active



Coursenvy.com Ad Acco...

Campaign

- Special Ad Category
- Objective

Ad Set

- Conversion
- Dynamic Creative
- Offer
- Audience
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Media
- Text & Links
- Languages
- Tracking

Close

Create New Campaign ⓘ

Use Existing Campaign ⓘ

Campaign: Choose your objective.

Switch to Quick Creation

Special Ad Categories

☐ I'm creating a campaign for ads in a Special Ad Category.
Ads about credit, employment, housing, or social issues, elections or politics.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

Select the
Conversions
campaign
objective.



Conversions

Get people to take valuable actions on your website, app or in Messenger.



Coursenvy.com Ad Acco...

Campaign

- Special Ad Category ✓
- Objective ✓

Ad Set

- Conversion
- Dynamic Creative
- Offer
- Audience
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Media
- Text & Links
- Languages
- Tracking

Ad Set Name

[Create Name Template](#)

[Switch to Quick Creation](#)

US - 18+

Conversion

Select what you want people to do after seeing your ad and where you want the ad to take them. You can also control how Facebook bids in each auction.

- Destination
- ☒ Website
 - ☐ App
 - ☐ Messenger ⓘ
 - ☐ WhatsApp ⓘ

Optimization for Ad Delivery ⓘ Conversions

Learn/Coursenvy.com Pixel
Pixel ID: 466681210923458

Choose an event

ACTIVE

- ☒ Initiate Checkout
418 events received
- ☒ Learn.CE - JOINED ANY COURSE
361 events received
- ☒ Lead
348 events received
- ☒ View Content
310 events received

- ☒ Purchase
- [+ Define a New Custom Conversion](#)

Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ
3.6K - 10K

Conversions ⓘ
< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

At the Ad Set level, under the Conversion section, select your newly created Custom Conversion under the "Choose an event" menu.



Or you can create a new Custom Conversion right from your campaigns creation page via this “Define a New Custom Conversion” option.

Ad Set Name

[Create Name Template](#)[Switch to Quick Creation](#)

US - 18+

Conversion

Select what you want people to do after seeing your ad and where you want the ad to take them. You can also control how Facebook bids in each auction.

Destination ☒ Website

☐ App

☐ Messenger [?]

☐ WhatsApp [?]

Optimization for Ad Delivery [?] Conversions

Learn/Coursenvy.com Pixel
Pixel ID: 466681210923458

Choose an event

No conversion event selected. Select a conversion event to track.

ACTIVE

☒ Initiate Checkout

418 events received

☒ Learn.CE - JOINED ANY COURSE

361 events received

☒ Lead

348 events received

☒ View Content

310 events received

☒ Purchase

+ Define a New Custom Conversion

Most bid strategy doesn't have a cost control.
It aims to spend your entire budget and get the most conversions using the lowest cost bid strategy.

Options ▾

Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people [?]

Your criteria is currently set to allow detailed targeting expansion. [?]

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach [?]

3.6K - 10K

Conversions [?]

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



As you can see,
you can also
select **Standard
Events** to track
for your
Conversion Event
as well (i.e. View
Content).

Ad Set Name

[Create Name Template](#)[Switch to Quick Creation](#)

US - 18+

Conversion

Select what you want people to do after seeing your ad and where you want the ad to take them. You can also control how Facebook bids in each auction.

- Destination
- ☒ Website
 - ☐ App
 - ☐ Messenger
 - ☐ WhatsApp

Optimization for Ad Delivery [?] Conversions

Learn/Coursenvy.com Pixel
Pixel ID: 466681210923458

Choose an event

ACTIVE

- ☒ Initiate Checkout
418 events received
- ☒ Learn.CE - JOINED ANY COURSE
361 events received
- ☒ Lead
348 events received
- ☒ View Content
310 events received
- ☒ Purchase

+ Define a New Custom Conversion

No conversion event selected. Select a conversion event to track.

cost bid strategy doesn't have a cost control.
It'll aim to spend your entire budget and get the most using the lowest cost bid strategy.

Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people [?]

Your criteria is currently set to allow detailed targeting expansion. [?]

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach [?]
3.6K - 10K

Conversions [?]
< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Create an Ad with a Custom Conversion

- Once you Publish your Conversion ad campaign, you will see the **Results** column on your Ads Manager page tracking your total Conversion Events (this ad is using a Custom Conversion called “GrmCo Lead”).
- Once this Custom Conversion receives enough fires, it will be used to **optimize ad delivery** by Facebook. That means Facebook will show your ad to people most likely to convert!

Account Overview

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

Rules

View Setup

Columns: Performance

Breakdown

Report

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	Link Clicks	Website Purchases	Website Leads	Landing Page Views
☐	Conversions	In Review	\$10.00 Daily	GrmCo Lead				\$0.00	Ongoing	—	—	—	—	—	

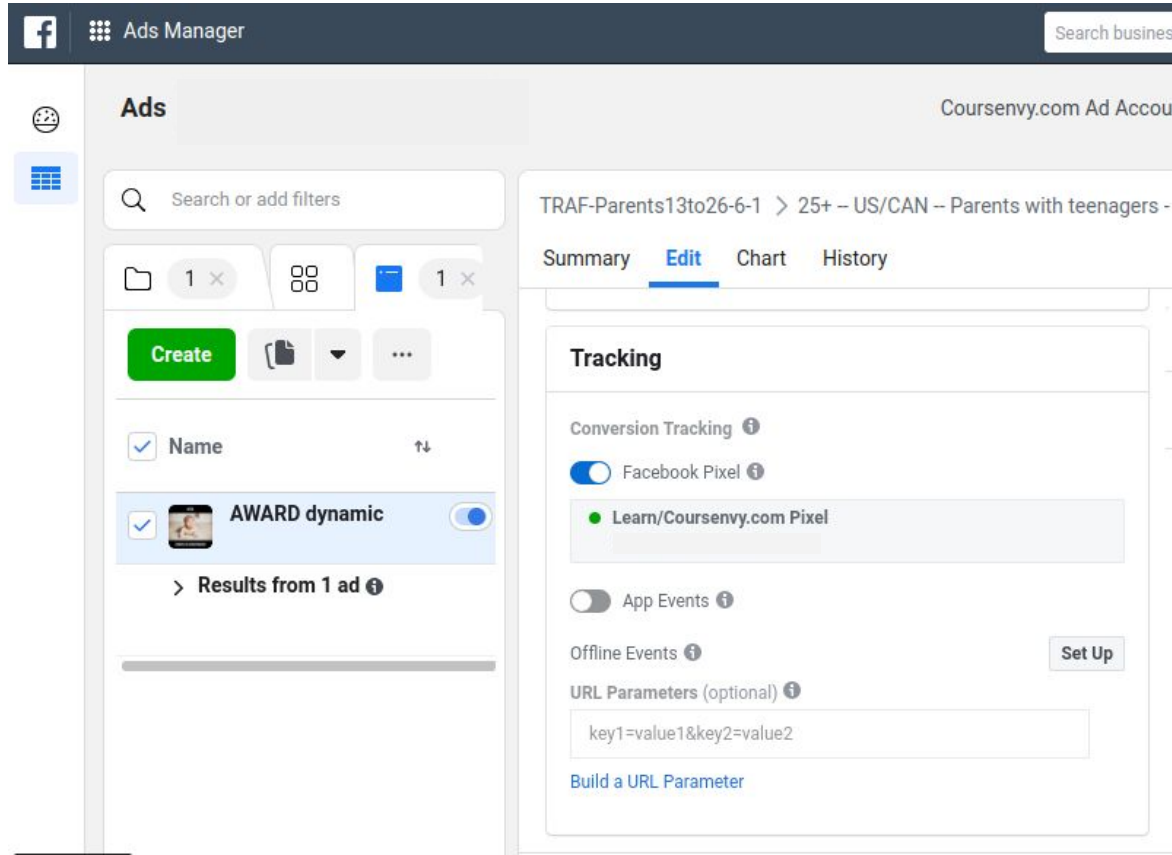
**View Other Events
In Ads Manager**

View Other Events in Ads Manager

Can I see OTHER Conversion Events that derived from my ad?

You can view what ads resulted in ANY event (i.e. PURCHASE) as long as your AD level had the Conversion Tracking enabled (Facebook Pixel toggled on).

The “Tracking” section is located under Ad Setup on the AD level in your editor.



The screenshot displays the Facebook Ads Manager interface. At the top, the 'Ads Manager' header is visible. The main content area is divided into two panels. The left panel, titled 'Ads', shows a list of ads. One ad, 'AWARD dynamic', is selected and highlighted in blue. Below the ad name, it indicates 'Results from 1 ad'. The right panel, titled 'Tracking', shows the 'Conversion Tracking' section. It includes a toggle for 'Facebook Pixel' which is turned on, and a toggle for 'App Events' which is turned off. Below these, there is a section for 'URL Parameters (optional)' with a text input field containing 'key1=value1&key2=value2' and a link to 'Build a URL Parameter'. The top right of the interface shows the account name 'Coursenvy.com Ad Account' and a search bar.

Campaigns

Switch to previous version

Coursenvy.com Ad Account

Lifetime: Nov 26, 2019 – Jun 5, 2020

Updated just now

Search or add filters

Campaigns

1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

Create

Duplicate

Edit

A/B Test

Export

...

Columns: Custom

Breakdown

☐	Name	Delivery	Last Significant Edit	Re	ssions	Cos Re
☐	> CONV-Parents13to26-6-1 - ENTREP	☒ Active	modmba-			
☐	> CONV-Parents13to26-6-1	☒ Active	modmba-		446	Per modmt
☐	> CONV-BBAP-smBiz-6-1	☒ Active	modmba-		4,050	Per modmt
☐	> CONV-modMBAfree-topC-6-2 - NZ	☐ Off	modmba-		12,738	\$ Per modmt
☐	> CONV-modMBAfree-topC-6-2	☐ Off	Lowest cost	\$20.00	8,270	Per Learn.C
> Results from 147 campaigns ⓘ Excludes deleted items						
					17,914	\$1
					13,457	Total

Under the "Columns" dropdown menu, select "Customize Columns".

Performance (Default)

Setup

Delivery

Engagement

Video Engagement

App Engagement

Carousel Engagement

Performance and Clicks

Cross-Device

Offline Conversions

Targeting and Creative

Customize Columns...

Set as Default

Reset Column Widths

Facebook Ads Manager interface showing the "Customize Columns" dialog box.

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events**
- Custom Conversions

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative

A/B Test

Optimization

Metrics to Include

	Total	Unique	Value	Cost	Unique Cost
On-Facebook Workflow Completions	☐	☐	☐	☐	☐
Phone Number Clicks	☐	☐	☐	☐	☐
Products Customized	☐	☐	☐	☐	☐
Purchase ROAS (Return on Ad Spend)	☐	☐	☐	☐	☐
Purchases	☒	☐	☐	☐	☐
Ratings Submitted	☐	☐	☐	☐	☐
Registrations Completed	☐	☐	☐	☐	☐
Searches	☐	☐	☐	☐	☐
Store Visits BETA	☐	☐	☐	☐	☐
Subscriptions	☐	☐	☐	☐	☐
Trials Started	☐	☐	☐	☐	☐
Tutorials Completed	☐	☐	☐	☐	☐

25 COLUMNS SELECTED

- Delivery
- Ad Set Name
- Bid Strategy
- Budget
- Last Significant Edit
- Results
- Reach
- Impressions
- Cost per Result
- Quality Ranking
- Engagement Rate Ranking

ATTRIBUTION WINDOW

28-day click and 1-day view

Checkmark the "Total" checkbox next to the Events you want to view in Ads Manager. I selected the "Purchases" event.

View Purchases in Ads Manager

- As you can see in this custom column “Website Purchases” that I just added... a Traffic campaign resulted in 27 Website Purchases! So as long as your Facebook Pixel is turned on for ANY campaign, you can track ANY event that ad campaign resulted in.

Facebook Ads Manager interface showing the Campaigns tab. The table displays campaign performance metrics, including a custom column for "Website Purchases".

Search business: Search

Account: Coursenvy.com Ad Account (5577...)

Updated just now | Discard Drafts | Review and Publish

Search: Filters: Add filters to narrow the data you are seeing.

Account Overview | **Campaigns** | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules

View Setup | Columns: Performance | Breakdown | Reports

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
CONV-modMBAfree-richC-course	Off	Lowest cost	\$10.00 Daily	3,041 Learn.Cours...	267,263	498,988	\$0.21 Per Learn.Co...	\$632.46	Ongoing	10,000	186	—
Traffic - Learn.Coursenvy.com - TOF	Off	Lowest cost	\$5.00 Daily	2,218 Link Clicks	60,144	67,992	\$0.01 Per Link Click	\$21.11	Ongoing	2,218	27	—

Custom Event

Custom Event

Custom Events enable Facebook to collect more data about your specific conversion, rather than just a generic Standard Event.

For example, a Purchase event code tracks PURCHASES on your order confirmation page. But let's say you use separate sales pages, funnels, or checkout pages (using a software like ClickFunnels) for your varying products/services you sell. You can create a Custom Event for each specific funnel, purchase... or any Custom Event you want to track!

Custom Event → Purchase Example

```
<script>
```

```
fbq('track', 'Purchase',  
{  
  value: 997,  
  currency: 'USD',  
});
```



```
</script>
```

This is the Purchase event code snippet that you will paste into the coding (below the `</head>` tag) on your purchase confirmation page.

As you can see, the 'track' event is for the standard event 'Purchase'.

Custom Event → Purchase Example

```
<script>
```

```
fbq('track', 'Purchase',  
fbq('track', 'CustomEventName',  
{  
  value: 997,  
  currency: 'USD',  
});
```



```
</script>
```

As you can see, I've added the **Custom Event** 'CustomEventName' to this code snippet.

When a user lands on this page, the Custom Event 'CustomEventName' and the standard event 'Purchase' will **fire** in your Facebook Pixel, therefore tracking both events in your Facebook Events Manager.

Custom Event → Custom Conversion

For each Custom Event you create, you also will need to create a Custom Conversion. The Custom Conversion is for tracking the Custom Event in your Ads Manager and attributing that conversion to ad campaigns.

Before creating your Custom Conversion, you will need to install the Custom Event code on your specific page, then navigate to that page so the event code fires at least one time. Then the Custom Event will appear as a Custom Conversion “Conversion Event” option, under the “Custom Events” part of the dropdown menu.

Create a Custom Conversion

Name
Name your conversion 0/50

Description · Optional
Add a description (optional) 0/100

Data Source
Learn/Coursenvy.com Pixel

Conversion Event
All URL Traffic

Search a conversion event

All URL Traffic
☒ All URL Traffic

Custom Events
☐ GeneralEvent
☐ EventSegment
☐ Download
☐ Form

☐ Enter a conversion value ⓘ

Cancel Create

Retargeting / Remarketing

Retargeting/Remarketing

I often mention the terms “Retargeting” or “Remarketing” throughout this course. This simply means targeting your ad to users who have ALREADY engaged with your brand, which you TRACKED via your Facebook Pixel.

For example, with the Facebook Pixel installed on your website, we can create a Custom Audience that consists of users who visited a specific page on your website. Then you can create an ad that is highly customized to this specific audience (i.e. for people who visit our modMBA.com page, we can discuss the benefits of this ALL Coursenvy course bundle).

Up next, we will discuss how to retarget these users your Facebook Pixel has tracked via **FACEBOOK AUDIENCES**.

Retargeting/Remarketing

Up next, we will discuss how to retarget these users your Facebook Pixel has tracked via
FACEBOOK AUDIENCES.

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar lists several ad sets, including 'BOF-99modMBA-6-30 [RT modMBA]', 'retarget 7 days modMBA - 24 hours', and 'retarget 7 days modMBA'. A red arrow points to the 'retarget 7 days modMBA' ad set. The main panel shows the 'Audience' configuration for this ad set. It includes a search bar at the top, followed by 'Create New Audience' and 'Use Saved Audience' options. Under 'Custom Audiences', there are two sections: 'INCLUDE people who are in at least ONE of the following' and 'EXCLUDE people who are in at least ONE of the following'. The 'INCLUDE' section has a 'Website' field with the value 'CA - WC - modMBA LP - 7 Days'. The 'EXCLUDE' section has a 'Website' field with the value 'CA - WC - modMBApurchased - 180 Days (BUYERS)'. A red arrow points to the 'INCLUDE' section, and another red arrow points to the 'EXCLUDE' section. The 'Locations' section at the bottom shows 'People living in this location'.

As you can see in this new ad creation screenshot, we are **RETARGETING** a Custom Audience **INCLUDING** people who have visited a specific website sales page in the past 7 days, but **EXCLUDING** past buyers (therefore only targeting users who have **NOT** made a purchase). This is the **power** of the Facebook Pixel.

